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Japanese
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Spice Up Your Cooking

SPECIAL INTERVIEW

Shinobu Yaguchi

(Film Director/Screenwriter)

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[January 2009, Vol. 021]

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Published by Chopsticks NY, LLC

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Printed by The No. 1 Japanese

Print Paper 6000 80 Japan



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FILMMAKING FOR ME IS JUST LIKE BOXING... I ALWAYS FEEL LIKE I'M WALKING ON A TIGHTROPE.

— SHINOBU YAGUCHI



SHINOBU YAGUCHI Born in Kanagawa. He started making short films when he entered Tokyo Zokei University. Once his commercial directorial debut *Madotsuki no Pianissimo* was released in 1992, Mr. Yaguchi's unique sense of humor became a signature of his films. After the smash hit *Waterboys*, which dealt with the establishment of an all-male synchronized swimming team, he has continued to create commercially successful films. Along with filmmaking, Mr. Yaguchi writes stories for manga series and directs TV dramas. His other works include *Himitsu no Hanshazan* (1987), *Adrenaline Drive* (1998), *Swing Girls* (2004) and *Tokyo Ryūkyōkyō* (2007).

Depicting all-boy synchronized swimming in *Waterboys* (2001) and an all-girl big jazz band in *Swing Girls* (2004), writer/director Shinobu Yaguchi is now the most eagerly watched filmmaker in Japan. In his latest film, *Happy Flight*, his gaze is fixed on airplanes. With the eye of *Savage Dan* and the wit of *Woody Allen*, he tackles the upscale comedies that Japanese cinema has longed for. While visiting New York for *Happy Flight*'s East Coast premiere as part of the ANA "Nippon Eiga" Series, Mr. Yaguchi chatted with *Chopsticks NY*.

How would you describe *Happy Flight*?

A super realistic portrayal of the people who work in the airport but don't get any of the spotlight. Also a suspenseful and humorous story.

It's an ensemble drama, indeed. Why did you choose this style instead of letting one hero solve the problem?

In real life, there are tons of people involved in flying airplanes. It's a mission no single superhero can accomplish, one that can only be achieved by all the staff. It's truly a team effort. So I have multiple heroes in multiple sections to allow the audience to feel this reality throughout the movie.

You used a similar style in your previous movies *Waterboys* and *Swing Girls*. Can I say that is the "Yaguchi style"?

I guess so. But *Happy Flight* is different from those two movies in the way the multiple heroes do not share the same goal in the beginning. Each protagonist values his or her own responsibility over other sections' responsibilities. Their ultimate goal, however, is the same: to fly airplanes safely and on time. Paradoxically, though, the more they use their own expertise to achieve this goal, the more they cause conflict. This is what I emphasized in the movie.

Aviation films are a popular genre in Hollywood. How you seen a lot of those movies for reference?

Sure I have. I do love Hollywood-made aviation films, but I've watched them too much and have come to notice misleading elements. In a scene that takes place in a cockpit, for example, you see a lot of switches and levers, and if a pilot lifts a flap lever, the flap should go up. But a lot of movies I've seen do not show what would happen if one of the switches is turned on—not only that, some show the wrong result. Such misrepresentation might distort the reality and notion of the movie and even result in losing the attention of aviation-savvy audiences. So in *Happy Flight*, I simulate the aerodynamic cause-and-effect across as accurately as possible to satisfy experts in the aviation industry as well as to entertain the regular audience. Another important aspect of this movie is that there's no villain.

That's true. Is the villain a bird, maybe?

Well, the bird itself did not have malicious intentions, actually...

You often choose the young generation as your subject matter. Would you share some of your thoughts about the current youth culture in Japan?

Hmm... Anime (cell phones) and email are embedded in their lives too much, and they are obsessed with checking and exchanging the latest information by text and email. They cannot live without latest anyone. That's how I feel about the young generation. I don't have any intention of criticizing that, but I did not use anime as a driving force of the story in *Mothers: Swing Girls*, or *Happy Flight*.

That's unusual in recent Japanese movies, I believe.

To tell the truth, anime are not common.

I agree. It's less dynamic.

See the [] out of here! [Pretends to yell with rage and slam down the phone.] This action can't be done if the actor is talking on a mobile. It's just click and flip. [Demonstrates the action of pressing a button and folding the cell phone.]

That's so lame. [laughs] You also direct J-Horror, which is quite a common genre

in the U.S. What do you see as the current situation of J-Horror in Japan?

I'm not sure if it is allowed to say this, but... the fact is it's ending.

Oops—So what's hot now?

Well, I notice a lot of *yaku-gaku* (period pieces) are being produced these days. They are not conventional, grand types of *yaku-gaku*, but contemporary ones directed by young filmmakers and targeted at the younger generation.

Such as?

Such as a terrific version of *Zatoichi*. It's called *KCM* and is a hit there now in Japan. The legendary hero is played by Hiroyuki Ayano, who is actually one of the main actors of *Happy Flight*. So, I think pop *yaku-gaku* is "in" these days.

Suppose you got a \$100 million budget—what kind of movie would you like to make?

I'd make movies just like the ones I have made.

Then you'd have a huge amount left over.

What would you do with it?

It would be carried over to the next movie.

What if you got an offer to cast Brad Pitt?

I cannot write a script for a specific actor, so I would turn down the offer.

So you write scripts based on what you are concerned about at the time?

Yes.

What are you concerned about these days?

The success of *Happy Flight*.

Oh, does that occupy your mind so much

that it keeps you from thinking about the next step?

It's more than that. If this movie isn't successful, I won't be able to get my next job offer. Filmmaking for me is just like boxing.

You are in a cliff-hanging situation, aren't you? [laughs]

Always! I feel like I'm walking on a tightrope.

This is the last question. Please pick a place in Japan you recommend for *Chopsticks NY* readers.

Shrines and temples would be common. Hmm... How about visiting by the river? That's my only hobby, so I can't think of any other good suggestions. Or visit Narita Airport or Naha Airport after watching *Happy Flight*. Since many airport employees wear the same uniforms that you so just seen in the film, you can re-experience the joy of *Happy Flight*.

*Originally created by Ken Shimozono, *Zatoichi* is one of the most popular and successfully remade *yaku-gaku*. The protagonist, Ichirō, is a blind swordsman who wanders from village to village, solving problems in each place he visits. Many Shimozono have brought it to the screen, including Kiyoshi Shimozono, Takashi Shimizu, and Philip Royce, who adapted it into *Blind Fury*.

—Interview by Natsuki Kurosu

HAPPY FLIGHT

One ordinary day at Narita Airport, international flight NH300 is about to take off for Honolulu. Businessmen, families, honeymooners, kids, pilots, cabin attendants, ground staff, controllers—everybody is wishing for a happy flight. Contrary to their wishes, something unfortunate (with one-in-a-million probability) happens during the flight. Who will be the problem, and how? Will they survive?

Written and directed by Shinichi Ueguchi
Cast: Genki Ito, Hiroyuki Ayano, Genji Tokita, Shiroki Taniyama, Kanae Fukui, Tomoko Takita, Shoko Kishino



HAPPY FLIGHT (Shinichi Ueguchi)
PICTURESTOCK/SHOOTING

Food

Hi-Chew: A Fruity Treat that Is Sure to Satisfy

For those who like fruit-flavored candy but are sick of ones that are impossible to get unstuck from your teeth or that lose flavor too quickly, fast no more. As of the end of 2008, Moriagwa America, Inc. will be offering its famous **Hi-Chew** candy at 7-Elevens on the East Coast. "They have already been in stores on the West Coast," explains Moriagwa America Vice President Shige-hisa Yamamoto. "In response to a request from 7-Eleven, we will now be making them available in this area." Up until now finding Hi-Chew in New York required scouring the local Asian supermarket, but once introduced they will be found in local 7-Elevens as well as those in other cities such as Boston and Philadelphia.

According to Yamamoto what sets Hi-Chew apart from similar candy is its quality, specifically its texture and flavor. The former refers to its softness, which lets it be enjoyed in your mouth without sticking to it. The latter refers to the fact that it is juicier and has more long-lasting fruity flavor than comparable products. Its aroma and subtle sweetness are appealing, and they truly refresh your mind as well. The flavors to be featured are strawberry, grape, green apple, mango, lemon, and orange.

Those who have been to Japan are likely familiar with the great taste of Hi-Chew, but for most Americans it is still largely unknown. Through this East Coast initiative Yamamoto wants to change that. "Having been around for over 30 years in Japan, we're a household name and all kids know Hi-Chew. I hope to achieve the same thing here in the States." Hi-Chew will be a new refreshment for both children and grownups in the U.S.

Info: Moriagwa America, Inc.
www.hi-chew.com



Each piece of Hi-Chew is individually wrapped. This soft treat only is coated with another layer of candy-providing bonus flavor.

Fashion

Bringing Out the Beauty of Stones and Different Cultures

Through jewelry I try to blend my home country's style and traditions with those of the rest of the world," says Osaka-born jewelry designer Hitomi O. She appreciates the beauty of nature and incorporates it into her own work in a very Japanese way, with a simple but sophisticated manner. It is not surprising that her jewelry line has made a splash in the art world since she started selling her work three years ago.

Her new collection for Winter 2008-09 is called "Space" and embodies this concept of the universe. Many of these pieces are made of dark colors or are transparent, in contrast to brighter works of the past. Hitomi shows one of the pieces from the new collection and explains, "This time I focused less on color than texture. If you look at this piece, you will notice patterns within the stones that resemble outer space."

In addition to her artistic sense, thorough knowledge about stones is her strength. She studied both the stones themselves and how to use them to make jewelry at the Gemological Institute of America. With this background, she uses the utmost care in picking out materials from all over the world. For example, some of the pieces from the Space collection are made of quartz from Brazil and handmade silver from Thailand, and other

collections use beads from India. As each stone has a certain energy, each piece of Hitomi's work gives power to the person who wears it.

She classifies her jewelry as somewhere between costume and high-end, and prices range from an affordable \$50 all the way up to \$500 depending on the piece. Everything is sold online through MySpace, and Hitomi does custom-made work as well.



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From Japan

Home Alone with Karaoke – Personal Karaoke Machine “Ouchi de Hitokara”

Along with sushi, ukele, manga, and anime, karaoke is a huge cultural import from Japan. Now karaoke, which means “empty or chesty” in Japanese, has become so popular in the U.S. that it has established its own karaoke culture. Karaoke culture in Japan, however, has one aspect that is not common in this country. Although karaoke originally spread among Japanese people as a tool for socializing, the demand for enjoying karaoke individually is on the rise.

There are many personal karaoke products available in Japan. Karaoke Joy-sound Wi (which allows the user to choose from as many as 30,000 songs using a paid library service available through a Wi-Fi connection), Polekara (a microphone-shaped, pocket-sized karaoke machine that can connect to an iPod or other portable music player), and Hi-kara (a handy karaoke unit that includes a headset with a microphone, LCD monitor, and cartridge-style music library) are just a few of these products. At the end of December, Sega Toys, a company known for creating innovative gadgets, will release

a personal karaoke machine called **Ouchi**

de Hitokara (“Doing Karaoke Alone at Home”). What is unique about this new model is that it allows you to select songs from a tremendous number of titles by accessing a free-of-charge lyrics site (a website for cell phones) called “Hinkara” instead of changing cartridges. Every week the site adds new titles to its library, which currently has 43,000 titles, so users never miss the latest hits. In addition, a high-luminosity LED mirrored ball is attached to the machine body—as the mirrored ball rotates, your room transforms into your own festive karaoke “bar.” Other convenient functions include an echo effect and a voice-changer.

The unit includes the machine body, a microphone, a mic stand, a connection cable to your cell phone, and, if you opt for an extra mic (not included in the set), you can enjoy a duet.

Info: Sega Toys www.sega.co.jp



Product

Go Green with Sharp AQUOS

Along with a slim body and great image quality—this is the holy trinity of today's LCD television screen. The newly released widescreen **Sharp AQUOS**, developed by Sharp Electronics, Inc., meets each of these requirements and allows you to enjoy the theater experience at home. All Sharp AQUOS televisions employ Advanced Super View LCD panels with Black TFT low-reflection coating to reduce glare, and the screen's high contrast ratio enables blacker blacks and clear, vivid images. You can observe the amazing screen quality for yourself at the **AQUOS Experience in Grand Central Station**, a Christmas tree made of all Sharp AQUOS LCD TVs in varying sizes.

AQUOS not only brings advanced technology into your home but is also contributing to an eco-friendly society by making a donation to the HOPE Program, an organization that supports impoverished New Yorkers, and helping HOPE to launch the Green Collar Project. The Green Collar Project will prepare HOPE students and graduates for jobs in environmental fields while providing fairly-sustaining wages, safe working conditions, and chances for advancement.

"We created the AQUOS Experience as a symbol of hope—especially important during this holiday season—and chose to work with The HOPE Program to help those who are out of work," said Doug Kohlsch, Chairman and CEO, Sharp Electronics Corporation. At the AQUOS Experience, consumers can enter a sweepstakes to win one of 43 TVs from the tower. As part of this initiative, Sharp will donate \$1 to HOPE for every individual who enters the sweepstakes, with a maximum total donation of \$50,000. Enjoy a beautiful full screen image and contribute to a greener planet!

Info about AQUOS: www.sharpelec.com
Info about the HOPE Program: www.thehopeprogram.org



Enjoy a full high-tech tower of all Sharp AQUOS screens makes for a stunning visual experience. Superb value contrast, created by Hypermedia Communications International in collaboration with Hypermedia Circular Systems Technology, sets an each screen. The models will ensure you will the most of the season.



EKIDEN (駅伝)

JAPAN'S FAST FEET: TRAVELING THE DISTANCE WITH THE EKIDEN



For those who have spent the New Year's holiday in Japan, what comes to mind might be the famous NHK singing contest or visiting a shrine. However, a lesser-known aspect of the odosagasa festivities is the ekiden, or long-distance relay road race. One of the most popular modern ekiden is the Hakone Ekiden. This race from Tokyo to Hakone and back is held on January 2-3, and is a popular spectator sport that receives nationwide television coverage. It features 20 specially selected teams from universities in the Kanto area, which is comprised of 9 prefectures near Tokyo. Students from other regions are unable to enter, and for this reason, many high school track runners from other parts of Japan enter Tokyo area universities just for the chance to run the Hakone Ekiden.

The ekiden is based on the Japanese version of the Pony Express, when mail was delivered between Tokyo and Kyoto by riders who passed the post bag to the next rider at the end of each leg. These riders were based at stations along the Tokaido, a road used for communication and transportation. In the modern ekiden, the cloth sash or tasuki that each runner passes to the runner at the next "station" symbolizes the strap of the mail bag. The term ekiden was coined in 1917 and combines the

Chinese characters for "warrior" and "summer." The first ekiden was run between the old capital of Kyoto and the modern capital of Tokyo. It took place over three days and a distance of 508 km, and celebrated the anniversary of the moving of the capital.

The lengths of ekiden can vary greatly with local races covering 20-30 km with 5-6 runners on

a team, and larger national and international ones running a full marathon (42.195 km) or longer. There is even a famous annual ekiden called the Prince Takamatsu Cup Nishinippon Round-Bayashi Ekiden which lasts for 1964 kilometers and is the longest relay race in the world! The popularity of ekiden in Japan is unsurpassed in any other country, but these races have spread to New Zealand, Canada, Spain, the Netherlands, China, Germany, France, America and Korea.

Ekiden are experienced by all children during their school days and are also held by corporations. When I worked for a time at Toyota headquarters, I somehow got roped into being part of their ekiden. I joined the training that took place every day during lunch at Toyota's outdoor track, where you would find athletes from various departments honing their skills in hopes of their section taking the ekiden that year. In the end, I think it was the camaraderie and reward for hard work that made it such a great experience and are part of what instilled in me a love for running.

The true appeal of ekiden is the idea that all runners are together in thought, as symbolized by the tasuki connecting them. One drama that is often seen is

the heart-breaking phenomenon of the kariage (or step-up) start. Roads are blocked off for the Ekiden, but only for a limited time. Due to this restriction, if the previous runner does not arrive within a certain amount of time the waiting runner is forced to "step-up" and begin his leg. Because he was not able to receive his university's tasuki he will receive a replacement one from the race organizers, but at this point the chain of the original tasuki which was supposed to link all 10 runners has been broken.

Indeed, it is the emotional catharsis of ekiden that make them so popular. For example, in a marathon if a runner is injured he might drop out in favor of making for an upcoming race. However, in the ekiden if all members do not finish their legs the whole team is disqualified. As a result, participants often push themselves through pain. This year's Hakone Ekiden is in its 85th running and a record number of teams are participating, so stay tuned to see what drama unfolds.

— Reported by Stacy Smith

WATCH EKIDEN ON TV

TV Japan will broadcast Ekiden matches with the following schedule:

January 10th (Sat) 3:10pm (ET) Highlight of the 85th Hakone Ekiden (First half of race)

January 11th (Sun) 1:20pm (ET) Highlight of the 85th Hakone Ekiden (Second half of race)

January 11th (Sun) 5:10pm (ET)
The 27th Inar Prefectural Women's Ekiden Long Distance Relay Race

January 10th (Sat) 3:30pm (ET)
The 14th Inar Prefectural Men's Ekiden Long Distance Relay Race

For more information, go to www.tbsnet.net.

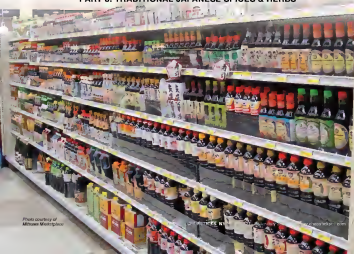
J a p a n e s e s e a s o n i n g s : S P I C E U P Y O U R C O O K I N G

If you want to cook Japanese food or just give a kick to an everyday dish or appreciate Japanese cuisine more, Chopsticks NY™ is here to help. We'll unfold the mystery of Japanese seasonings and invite you into the unique world of Japanese cuisine.

PART 1: VITAL SEASONINGS FOR JAPANESE COOKING

PART 2: WESTERN FLAVOR WITH A JAPANESE TWIST

PART 3: TRADITIONAL JAPANESE SPICES & HERBS



PART 1 VITAL SEASONINGS FOR JAPANESE COOKING

Thanks to sushi and sashimi, *shoyu* (soy sauce) has become a household word in New York. Miso is also easily recognized because of the popularity of miso soup. *Shoyu* and miso are essential seasonings in Japan, but there are others that play key roles in flavoring Japanese cuisine.



Shoyu is made by brewing soybeans, winter wheat, salt, and other ingredients. Its clean but full-bodied flavor is good as both a cooking seasoning and a dipping sauce. Manipulating the brewing process and the amounts of the ingredients creates different types and flavors. *Kokushu shoyu* is the most common type. For the health conscious (get on *shoyu* [reduced-salt soy sauce] is also available). You can hardly tell the difference in flavor between the two.

Some dishes do not work well with the dark color of *shoyu* because it ruins their pale color palette. In these instances, *awajuchi shoyu* (light-colored soy sauce) is often used. It actually tastes rather than *kokushu shoyu*, so don't be misled by its light color. *Shio shoyu* (soy sauce that contains more wheat to give it a light color and flavor) is another option. It has a lighter color than *kokushu shoyu* and doesn't alter the color of the dish but adds a mild *shoyu* flavor.

Tenjin-shoyu has a greater amount of soybeans than the others and, therefore, a thick texture and rich flavor. It's often used as a dipping sauce as well as for *teriyaki* or grilled dishes, which require a full-bodied flavor.

Some other popular varieties (like *chiku-ji shoyu* [chicken broth added to soy sauce], *sake shoyu* in *naidō* sauce containing soy sauce with malt and sugar), and *ponzu* (soy sauce with citrus) are popular seasonings among Japanese.



Miso is a fermented seasoning paste made of soybeans, *koji*, and salt. Soybeans, rice, wheat, and many other beans are used to make *koji*, which helps to convert starch to sugar. Miso's taste is determined primarily by the type of ingredients, the amount of each ingredient, and the length of the aging period. There are two main types of miso: *aka miso* (red miso) and *shiro miso* (white miso). In general, the former has a darker color than the latter and is richer and saltier in terms of flavor.

The taste of miso is closely related to local food culture, and it varies from region to region. Good examples of this are *hatcho miso* and *awaji miso*. *Hatcho miso* is native to Aichi prefecture, and it employs soybean *koji* to give it a richer flavor. *Hatcho miso* has a full-bodied flavor with a slight bitterness and is a key ingredient of the region's delicacies like *misu katsu* (fried breaded pork with miso sauce) and *miso nikun* (boiled udon noodles with miso base broth). *Awaji miso*, on the other hand, is a lighter and milder miso that comes from the Kansai area (the region surrounding Kyoto and Osaka). Unlike *hatcho miso*, *misu kaji* is used for *misu miso*. Its salt content is much lower than that of other miso pastes.

Japanese people use miso paste not only for miso soup but also for marinades and dipping sauces. They play with the different flavors to get the best results for their dishes. Sometimes they mix several different types of miso. Miso is very flavorful and goes well with western ingredients, so you can create a new taste just by adding a touch of miso to a dish.

Excerpted by Masahiko Murai

Born in Nagasaki, Japan. After he graduated from Top Culinary Institute, one of Japan's most prestigious culinary schools, Masahiko Murai worked at upscale restaurants in various countries as well as in the Japan Cuisine General in New York and the United Nations. After Mr. Murai moved to New York, he perfected his French technique by working at Daniel, La Bernadine, Alice's Restaurant, and Fleur de Sel.

COOKING SAKE

Sake is an important seasoning in Japanese cooking that is used to give mild flavor and a touch of sweetness. It's often used in boiled dishes. Sake contains amino acid, which is the key component in cooking umami (a hearty flavor). Cooking sake also reduces the smell of fish and meat. Cooking sake is specifically made for food preparation—it contains vinegar and some other additional ingredients, so you would not want to drink it.



MIRIN

Like cooking sake, it is made of rice and used to add mildness and sweetness to dishes. The yellowish liquid can be said to be a thicker version of sake and contains 40-50% sugar and has an alcohol content of about 15%. Since it is syrupy, mirin is used to obtain a glossy effect, as in teriyaki, as well as mixed into dipping sauces and marinades. Because of alcohol content, many of the more varieties available in the U.S. have a modified alcohol content.



SU

Although there are many types of vinegars used in Japan, the most common is a rice vinegar called *kame-su*. It's a mild seasoning at *sushimono*, popular appetizers that have been ranked as a vinegar sauce. Different blends of vinegar sauces for *sushimono* are used according to the flavors of the ingredients being cooked. Popular *sushimono* vinegar sauces are *ama-zu*, *sumi-zu*, and *tsuyu-zu*. *Kame-su* is also used for making *sushi* (rice—not and not vinegar are the perfect match).



OSECHI DISHES WITH JAPANESE SEASONINGS

Osechi-nyū is a celebratory assortment of dishes that Japanese eat on New Year's Day. Here we introduce 4 o-sechi recipes using soy sauce, miso, cooking sake, mirin, and su. Try these festive dishes and add a Japanese flavor to your New Year's holiday.
*All ingredients are available at Japanese grocery stores.

Recipe 1

Itsu no teriyaki—Pillbox teriyaki—
(Serves 4 people)

Ingredients

4 slices pork tenderloin (about 2 ounces each)
oil-sautéed flour, vegetable oil, and salt as needed
(for teriyaki sauce)
2 tablespoons *tsukuchi* soy sauce
1 tablespoon mirin
1 1/2 tablespoons miso
1 teaspoon sugar
Steps

1. Mix all *teriyaki* sauce ingredients.
2. Sprinkle salt on pork tenderloin; fry them, and sauté in oil with vegetable oil.
3. When pork tenderloin is browned, get rid of excess oil, add teriyaki sauce mix, and simmer. While simmering, repeatedly scrape sauce and pour on top of pork tenderloin.
4. When sauce gets thicker, remove heat and scrape *tsukuchi* on plates.

Recipe 2

Itsu no Umei—Boiled shrimp—
(Serves 4 people)

Ingredients

4 medium-sized shrimp with heads
1 1/2 tablespoons *tsukuchi* soy sauce
1 1/2 tablespoons mirin
1 1/2 tablespoons sake 1/4 cup dashi-broth
Steps

1. Cut off shrimp legs, then boil for about 1/2 inch

long, and remove. For *tsukuchi* cut to shell out.

2. Put all seasonings and dashi broth into pot, and place shrimp with their heads facing. Heat using high heat.
3. When bottom sides of shrimp turn red, flip them and boil until broth has evaporated.

Recipe 3

Somen no Sake-yaki
—Miso marinated gyoza (dumplings)
(Serves 4 people)

Ingredients

4 slices *somen* (noodle) (about 2 ounces each)
2 pounds *sake-yaki* (noodle) (about 2 ounces each)
3 ounces miso, 2 ounces sake, salt
Steps

1. Mix *sake-yaki* sauce, miso, and sake.
2. Sprinkle salt over *sake-yaki* and let sit for about 15 minutes.
3. Wash *somen* in cold water and dry with paper towel.

4. Marinate *somen* in *tsukuchi*-miso sauce and keep in fridge for one night.
5. Wash marinated *somen* in cold water and dry with paper towel.
6. Get sauce in 400 degrees F preheated oven for 12 minutes.

Recipe 4

Itsu no Umei
—Pillbox *tsukuchi* and *tsukuchi*
(Serves 4 people)

Ingredients

1 pound of *tsukuchi* (noodle)
1/4 pound of *tsukuchi*
2 tablespoons salt
white sesame for garnish
(pickling sauce)
2 ounces *tsukuchi* (for *tsukuchi*)
2 ounces water
2 1/2 tablespoons sugar
Steps

1. Add salt to 2-inch-long sticks of *tsukuchi* (noodle) and carrots, mix by hand, and let sit for about 10 minutes.
2. Mix all ingredients of pickling sauce.
3. Remove water out of *tsukuchi* (noodle) and carrots and marinate them in pickling sauce for about 2-3 hours.
4. Sprinkle white sesame on garnish.



People enjoying Osechi-nyū

PART 2 WESTERN FLAVOR WITH A JAPANESE TWIST

It was about 140 years ago that western culture came flooding into the nation when Japan officially ceased its policy of national isolation. Since then, the fusion of Japanese flavor and western imports has created a new genre: yoshoku (Japanese-style western food). This was originally a restaurant style, but as it became popular, yoshoku entered every household. Western seasonings such as ketchup, mayonnaise, and Worcestershire sauce started being produced inside Japan and developed a unique flavor influenced by Japanese food culture and taste buds.

THE RISE OF JAPANESE KETCHUP

Tomato ketchup became popular as yoshoku spread throughout Japan. *Dane-riyo*, a dish containing an omelette and rice mixed with ketchup and chicken, is a typical yoshoku menu item and a good example of how ketchup is used in Japan (see photo on right). The texture of ketchup in Japan is similar to that of its U.S. counterpart, but the flavor is a bit sweeter. The big difference between the two is their packaging. The container used in Japan is designed with the consumer in mind—a plastic, tube-style container was developed to squeeze ketchup easily



MANY MAYONNAISE VARIETIES

The usage of mayonnaise in Japan is similar to that in America—it is commonly used in salads, sandwich-

es, and dipping sauces. It is different, however, in terms of flavor. Japanese mayonnaise is more sour and has a smoother texture. There are also many flavored mayonnaises in Japan that are ready to eat without any other preparation. These combinations include mayonnaise with wasabi (Japanese horseradish), with cheese, with corn, and with tuna.

As for its container, Japanese mayonnaise comes in a plastic, stand-up tube (like Japanese ketchup) that allows the user to squeeze it out easily. Another inventive aspect of the packaging is the tube's mouthpiece. The opening sports not mayonnaise in a gummy shape, similar to the frosting on a wedding

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■ KIKKOMAN SHIMMURI SOY SAUCE

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■ PONZU SAUCE

Ponzu is a tangy Japanese soy sauce, created with citrus. It adds the perfect balance of salty, tangy and sweet to enhance the flavors of marinades, dressings, dips and more. The Ponzu is a citrus like yuzu, shiku, and other citrus. Adds a tangy flavor to vegetables and other dishes.

■ TERIYAKI AND MARINARI SOY SAUCE

The original teriyaki sauce can help you enjoy delicious teriyaki and marinade. Teriyaki is a Japanese dish made with Kikkoman Soy Sauce, sugar, and other ingredients. The Ponzu is a citrus like yuzu, shiku, and other citrus. Adds a tangy flavor to vegetables and other dishes.

■ KIKKOMAN MISO PASTE

Miso is a traditional Japanese soy paste, created with wheat. It adds the perfect balance of salty, tangy and sweet to enhance the flavors of marinades, dressings, dips and more. The Ponzu is a citrus like yuzu, shiku, and other citrus. Adds a tangy flavor to vegetables and other dishes.

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PART 3 TRADITIONAL JAPANESE SPICES AND HERBS

If you're looking for super seasonings that add Japanese flavor with just a small amount, here are the ones you should know. They are used nationwide in Japan and are deeply connected to the Japanese heart.

WASABI

If you love Japanese food, you are already familiar with this light green condiment placed beside sushi and sashimi. Its unique, strong flavor knocks you down, and its pungent aroma rises up your nose and sometimes makes you cry. Often compared to horseradish, wasabi has a much stronger and sharper flavor.



Freshly grated wasabi is the most flavorful and is a delicacy; it is usually available only at restaurants. Wasabi powder and wasabi paste in a tube are popular for household use. Although they cannot compare with fresh wasabi in terms of flavor, they can be preserved longer and are cheaper. In addition to adding punch to food, wasabi also kills bacteria.

KARASHI (JAPANESE MUSTARD)

Although they come from the same plant family, karashi has a different flavor compared to the mustard commonly consumed in the western world. It is spicier and has a special bitterness. It can accentuate dishes and add depth when added during the food preparation process. Karashi is also used on the side of cold-boiled ingredients in a dashi broth, such as *tsukune* (poised pork belly), and *ayushi chiku* (boiled egg noodles) for extra kick. Karashi comes in

both powder and tube-style versions.



KIHI TOUGARASHI, SHICHIMITTOUGARASHI

In Japan, *tingarashi* (red pepper) is mainly used



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FEATURE

in a coarse powdered form, although there are whole and sliced types as well. Ishime (bitter-flavor) tougarashi and shichimi (seven-flavor) tougarashi are the most popular types. Shichimi tougarashi is a blend of seven different spices and herbs including taiwanese that adds a complex flavor but lacks spiciness compared to shimi tougarashi. Japanese enjoy both varieties sprinkled on top of udon noodles, soba noodles, and baked and grilled dishes.

SANSHOU/KINOME

Sanshou is a spice that has been used in Japan for a long time. Sanshou leaves give off a refreshing aroma and its fruit has a spiciness. Its sprouts, called kinome, have a bright green color, an elegant shape, and a refreshing smell and are used in kaisaki ryouri

(the delicate cuisine used in tea ceremonies). Sanshou is also an essential spice for umami no aburage (charbroiled oil). People can use sanshou sprouts, leaves, flowers, fruit, and bark depending on the flavor they would like. For household use, powdered sanshou is common. Sanshou is one of the spices in the shichimi tougarashi mix.



Ajinomoto



Shichimi

YUZU-KOSHOU

Yuzu-koshou is a paste of blended tougarashi, the skin of yuzu (a citrus fruit) and salt and was originally enjoyed in the southern part of Japan. Yuzu's refreshing aroma and the spiciness of tougarashi create a unique flavor, and even one drop of yuzu-koshou changes the taste of the dish. It is quite salty compared to other spice mixtures in Japan.

There are two types, green pepper-based and red pepper-based. Yuzu-koshou goes particularly well with sashimi (hot-pot dishes) and sashimi.

OTHER CONDIMENTS

A lot of convenient ready-to-use seasonings are available in Japan for everyday cooking. Common ones are mirin (low-alcohol wine), unagi-tougarashi (grated ginger), omachi-koshou (grated garlic), shio-koshou (salt and pepper), shime (powdered shime leaves), and mirin (powdered mirin).



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Numbering is as if it represents possible nearest location list

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201 Broadway (bet 1st & 2nd St)		Japanese
204-674-0286		
2	MJM #1 way & 17th St	
201 Broadway bet 17th & 18th St		Japanese
212-633-6382		
3	Daigoku	
400 W 4th St (bet Lexington & 3rd St)		Japanese
212-633-7566		
4	Kanagawa Co. Inc.	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
5	Yogurt	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
6	Han Ah Food	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
7	Woorijip	
174 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
8	JMS Meat 3	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
9	Chia Mouth	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
10	JMS Meat 2	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
11	MJM #1 N.Y. Bogo	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
12	Somere Meat	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
13	Pan-Ah Food	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
14	Somere Meat	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
15	Tanjin Meat	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
16	Family Market	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
17	Han Ah Food	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
18	Han Ah Food	
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212-633-0848		
19	Han Ah Food	
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212-633-0848		
20	Han Ah Food	
201 W 4th St bet 3rd & 4th St		Japanese
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21	Han Ah Food	
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212-633-0848		
22	Sakuya-go	
201 W 4th St bet 3rd & 4th St		Japanese
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23	Asian Market	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
24	DAISO	
201 W 4th St bet 3rd & 4th St		Japanese
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25	DS Serboed	
201 W 4th St bet 3rd & 4th St		Japanese
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27	Kan San Food	
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28	N.Y. Market	
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29	Duboko	
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30	H Mart Green Neck	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
31	Kosher Japan Products	
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32	Han Ah Food	
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33	Shin Nippon Co.	
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34	Family Market NJ	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
35	Han Ah Food	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
36	Han Ah Food	
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212-633-0848		
37	Han Ah Food	
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201 W 4th St bet 3rd & 4th St		Japanese
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40	Han Ah Food	
201 W 4th St bet 3rd & 4th St		Japanese
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41	Kenshobry	
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42	Melito	
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43	Tokyo Japanese Store	
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212-633-0848		
44	LIQUOR	
45	Golden Wines & Liquors	
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46	Nancy's Wine	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
47	Garrett Wine	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
48	Wine World	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
49	Ambassadors Wine	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
50	Landmark wine	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
51	Golden Sun Wine	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
52	LIQUOR WINE	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
53	Asian Wine	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
54	MJM Super	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
55	Sekoya	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
56	Wardens Wine	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
57	East Village Wine	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
58	Gruyette Wine	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
59	New York Wine	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
60	Sepulveda Wine L&B	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
61	Hugobon Genshu	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
62	Smith and Wine	
201 W 4th St bet 3rd & 4th St		Japanese
212-633-0848		
63	Delia Super Market	
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(From left) Tempa (clear), Gassho Senmai (clear), Hata no Iwata (clear/pink),
Kikkoman Senmai (clear), Kikkoman (clear/pink), Sake Hata No (clear), Fushicho (brown liquid)

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Soft (Silken)



Medium Firm



Firm



Extra Firm



Tofu Mushroom Spread Makes: 2 cups

Ingredients:

1/2 package (11 oz) of:
Soft: Organic Tofu Firm or
Medium: Premium Tofu Firm
 3 Tbsp butter or margarine
 1/2 cup button mushrooms, sliced
 2 cloves garlic, minced
 1/2 cup minced shallots
 2 tsp mushroom soup concentrate (no salt) (opt only)
 Fresh salt
 1/4 cup chopped roasted walnuts
 Sliced olives

Directions:

1. Soft: Soak in water for 1 hour. Firm: Heat until heated.
2. Add mushrooms. Reduce heat and cook 2 to 3 minutes.
3. Add garlic and shallots. Cook 1 minute.
4. Stir mushroom soup concentrate and salt into pan/juice. Remove from heat and let cool.
5. Puree Tofu in a food processor. Add mushrooms, liquid and walnuts until finely-chopped.
6. Transfer to a serving dish and refrigerate. Garnish with olives.

Serve: With crackers.

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Tel: 212-665-2187 / www.tokyobar-ny.com
Menu: [Bar Open-Late PM](#) and [Bar Open-Eve](#)

Stepping into **Tokyo Bar** is like being transported to Tokyo's new underground culture, where the pieces of art on the walls meet the masterpieces on your plate. They excel at preparing authentic home recipes like Tokyo "Omu-Rice": sweet tomato sauce incorporated into a hearty mix of diced vegetables and chicken in rice, topped by a fluffy omelette and drizzled with demi-glacé sauce and pickled flakes. Nothing fancy in these typical Japanese signature dishes, but the warm feeling of being home after the first spoonful. The atmosphere gets even more welcoming after 8pm when the guest list wraps the lounge with cocktails and the crowd gathers at the bar to sip on signature cocktails like the refreshing green tea mojito, or dive into the extensive selection of sake and shochu.



To complete the artistic experience, do not forget to stop by the bathroom to admire the bar-contoured mirror, and feel the Hatajaka vibe with the disco-ball ornaments and the kitty-shaped sinks. Whether you go for the vibrant artwork, the lounge or the creative, hearty food, Tokyo Bar immerses you in the new wave of Japanese nightlife: relaxed and entertaining but always trendy.

TOKYO "OMU RICE"



Tokyo Bar serves a classic Japanese comfort food for the curious American palate. They serve "Omu-Rice": soft Japanese comfort food, which is now the new trend of modern cuisine. Tokyo "Omu-Rice", creative combination of omelette and rice served with ketchup and chicken intestine that

RAMEN NOODLES

Ramen Setagaya (St. Marks Pl.)

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Tel: 212-697-7555
www.setagaya-ny.com

The popularity of ramen noodles with New Yorkers has grown with amazing speed. **Ramen Setagaya**, one of the ramen houses behind the success boom, is opening a new shop on the lively commercial row of St. Marks Place. You must not miss their new signature dish, Sjo-yu Ramen (juicy sauce-flavored noodles), which represents Ramen Setagaya's philosophy: "Make premium ramen with carefully selected natural ingredients."



"The distinctive seafood flavor and strong impact of the soup are the main features of this new Sjo-yu Ramen," says Mr. Takashi Masajima, President/CEO of Setagaya Group. Different types of ingredients combine to produce a rich, complex flavor in this unique seafood broth. Once you smell its sophisticated aroma, you will not be able to stop eating it. Mr. Masajima adds, "The best way to enjoy our ramen is to eat quickly. Then you can appreciate the fresh noodle texture and savoring hot soup to the fullest." He also recommends Tsuké-Iken (dipping-style noodle) and Gyokko Ramen (ramen with a variety of toppings), which are new favorites. Ramen lovers will be happy to know that other new locations of Ramen Setagaya are coming soon.

SJO-YU RAMEN



The powerful taste of seafood broth goes very well with the texture of Setagaya's creative thick, wavy noodles. The variety of toppings includes shrimp (pan-fried pork), soft-boiled egg, shrimp (bamboo shoots), onions, scallions, and Setagaya's secret weapon: sea urchin (a type of sea urchin).

3 Best Sellers

- Tokyo "Omu-Rice" \$12
- Tokyo Napoleon Spaghetti \$12
- Grilled Beef Pasty Hamburg \$15

3 Best Sellers

- Sjo-yu Ramen (10 bowls) \$10 (10 bowls)
- Tsuké-Iken (10 bowls) \$10 (10 bowls)
- Gyokko Ramen (10 bowls) \$11 (10 bowls)

JAPANESE STYLE CHINESE

Saburi

159 Lexington Ave., 3rd, 20th & 34th Sts., New York, NY 10017
Tel.: 212-489-7756 / www.saburi.com

Lunch: Tue-Fri 12pm-3pm; Dinner: Mon-Sat 5pm-10pm; Sun 5pm-9pm

If you are in the mood for Chinese but want something light and healthy, Murray Hill's **Saburi** has something new to offer. Billing themselves as "Chinese food with Japanese flare," they use Japanese ingredients to serve Chinese dishes that are sophisticated in both presentation and taste. It is run by chef Jun Cui, born in China but trained in Japan, and his wife Mika Saburi. They are looking to promote the mild and less greasy "wafu chuka" (Japanese-style Chinese) to New Yorkers. For the holiday season they have prepared a special eight-course menu that is \$45 per person (minimum two people). Included in this feast are Saburi's popular dishes, such as shark fin soup, pork gyo dumplings, *gan chao* (stir-fry) and green pepper sautéed with bamboo shoots, *shabu* (sweet and sour pork or chicken), and almond jelly. In addition to the regular menu, *aiseyo*-style small dishes are available for \$5 and Saburi is planning to expand these offerings. They are also hoping to capitalize on the addition of a new bar.

Says Saburi, "Our late hours allow customers to come by at the end of the night for a drink or a light meal. Because our food is light and healthy, it will not upset your stomach before you go sleep."



SABURI HOLIDAY COURSE FOR TWO



The eight dishes include soup, an appetizer assortment, dumplings, three small savory dishes, *shabu* and dessert, and served through January. Another treat in January is *Umagi Ishiyaki Don* (Grilled Cod Don) served for \$11 (Tue-Sat) on Sundays.

3 Best Sellers

- **Umagi Ishiyaki Don** (Grilled cod don with rice) \$11
- **Spicy Misu Ramen** \$12
- **Qin Zhao Pao** \$14

SHOCHU BAR / JAPANESE

Shochu Bar Hatchan

2101 4th St., 2nd & 3rd Aves.
Tel.: 212-483-9670

Mon-Sat 5:30pm-midnight

As the only shochu bar in NYC so far, **Shochu Bar Hatchan** in midtown Manhattan that opened last May, is truly a step ahead of the game. Although *shochu* (Japanese spirits) is a field that is only now gaining momentum in the US, this shochu bar never ceases to be lively. Currently carrying more than 40 dif-



ferent types of shochu from various regions of Japan, the bar can accommodate shochu beginners who want to learn about the various types of shochu in the form of flights, and will not disappoint connoisseur level drinkers either. Catering to their shochu list is a wide variety of authentic Japanese bar food. "We tend to have rich, bold, salty foods pairing a punch like *Squid and Spicy Cod Roe* and *Yakitori* (broiled meat) to go with shochu. Our warm *Oden* Assortment is one of the most popular items that is extremely nice in the winter season with shochu on the rocks," says owner/manager Yutaka (Yuki) Hatchan. Because the bar is a part of *Kakitori Ebi* Restaurant located next door, any food available next door is available here, including the *gan chao*. Even if you are not a shochu fan right now, our food and the warm, comfortable atmosphere of Hatchan might just change that.

ODEN ASSORTMENT



Oden is a Japanese traditional boiled dish and one of the popular Japanese comfort foods that always warm people's feelings. The *oden* at Hatchan is unique in that they use a soft-boiled broth. In general, the food at Hatchan is meant for you, yet bold enough to create a perfect harmony with shochu.

3 Best Sellers

- **Kakibi** \$9.95
- **Tomokazu** (pork feet) \$12
- **Oden Assortment** \$12



Japanese Restaurant Guide

525 Lexington Ave., 3rd floor, across from 52nd St. & Lexington Ave. (near Grand Central Station)

- Sashimi bar
- Open for lunch
- M-F 11:30-2:30
- Delivery
- Takeout
- Reservations
- Alcohol
- Private dining

Upper West

Upper West **Asiate** **100 W. 10th St. (at 10th St.)** **212-693-1000**

Upper West **Bar House** **100 W. 10th St. (at 10th St.)** **212-693-1000**

Upper West **Cafe SWEET** **100 W. 10th St. (at 10th St.)** **212-693-1000**

Upper West **East** **100 W. 10th St. (at 10th St.)** **212-693-1000**

Upper West **Halo** **100 W. 10th St. (at 10th St.)** **212-693-1000**

Upper West **Hem** **100 W. 10th St. (at 10th St.)** **212-693-1000**

Upper West **Masa** **100 W. 10th St. (at 10th St.)** **212-693-1000**

Upper West **Flavor Sushi** **100 W. 10th St. (at 10th St.)** **212-693-1000**

Upper West **Popping** **100 W. 10th St. (at 10th St.)** **212-693-1000**

Upper West **Santa A-Go-Go** **100 W. 10th St. (at 10th St.)** **212-693-1000**

Upper West **Santa Hana** **100 W. 10th St. (at 10th St.)** **212-693-1000**

Upper West **Tanaka** **100 W. 10th St. (at 10th St.)** **212-693-1000**

Upper West **Tokyo Pop** **100 W. 10th St. (at 10th St.)** **212-693-1000**

Upper West **Tony Sake & Sake Bar** **100 W. 10th St. (at 10th St.)** **212-693-1000**

Upper West **Yaku Sake** **100 W. 10th St. (at 10th St.)** **212-693-1000**

Upper East

Upper East **Abi Sake** **100 E. 10th St. (at 10th St.)** **212-693-1000**

Upper East **Dangote** **100 E. 10th St. (at 10th St.)** **212-693-1000**

Upper East **East Japanese** **100 E. 10th St. (at 10th St.)** **212-693-1000**

Upper East **Gatcha** **100 E. 10th St. (at 10th St.)** **212-693-1000**

Upper East **Kara** **100 E. 10th St. (at 10th St.)** **212-693-1000**

Upper East **Kara Sake Bar** **100 E. 10th St. (at 10th St.)** **212-693-1000**

Upper East **Koto** **100 E. 10th St. (at 10th St.)** **212-693-1000**

Upper East **Kuchinori** **100 E. 10th St. (at 10th St.)** **212-693-1000**

Upper East **Kura Sake** **100 E. 10th St. (at 10th St.)** **212-693-1000**

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Upper East **Syngro** **100 E. 10th St. (at 10th St.)** **212-693-1000**

Upper East **Poko** **100 E. 10th St. (at 10th St.)** **212-693-1000**

Upper East **Sake** **100 E. 10th St. (at 10th St.)** **212-693-1000**

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Upper East **Tokyo 72** **100 E. 10th St. (at 10th St.)** **212-693-1000**

Upper East **Tokyo** **100 E. 10th St. (at 10th St.)** **212-693-1000**

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Upper East **Tokyo 86** **100 E. 10th St. (at 10th St.)** **212-693-1000**

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Upper East **Whyme** **100 E. 10th St. (at 10th St.)** **212-693-1000**

Upper East **Wine & Lolly** **100 E. 10th St. (at 10th St.)** **212-693-1000**

Upper East **YUKA Sake Bar** **100 E. 10th St. (at 10th St.)** **212-693-1000**

Upper East **Yaku** **100 E. 10th St. (at 10th St.)** **212-693-1000**

Midtown West

Midtown West **Abi Sake** **100 W. 10th St. (at 10th St.)** **212-693-1000**

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Midtown West **Go 50** **100 W. 10th St. (at 10th St.)** **212-693-1000**

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Midtown West **Kashima 85** **100 W. 10th St. (at 10th St.)** **212-693-1000**

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Midtown West **Yakitori TOTO**
23 W. 49th St. (bet. Broadway & 5th Ave.)
212-693-4566

Midtown West **Yoshikawa**
26-46 41st St. (bet. 34th & 35th Ave.)
718-553-6543

Midtown West **Yumoto Sashimi**
30 Hudson Yards (bet. Canal St. & 1st)
212-693-7752

Midtown East

Midtown East **ZIZ Fukuoka**
2121 10th St. (bet. 29th & 30th Ave.)
718-654-4552

Midtown East **Aburahi Kinsuoku**
502 48th St. (bet. 26th & 27th Ave.)
212-693-0564

Midtown East **Amechiku**
145E 47th St. (bet. 1st & 2nd Ave.)
212-698-8882

Midtown East **Anzaka**
111 46th St. (bet. 34th & 35th Ave.)
212-693-1001

Midtown East **Chiyoko Sashimi**
163 Hudson Yards (bet. 1st & 2nd Ave.)
212-693-6883

Midtown East **Osaka**
121 W. 47th St. (bet. Broadway & 2nd Ave.)
212-693-7909

Midtown East **Kasa 32 Teriyaki House**
For the famous teriyaki bowl topped with a succulent pork chop, you'll find a variety of other special Japanese-style dishes here. Also offer Japanese-style sushi and sashimi made to order. **2121 10th St. (bet. 29th & 30th Ave.) 718-654-4552**

Midtown East **Go Sushi**
68 2nd Ave. (bet. 38th & 39th St.)
212-475-0889

Midtown East **Go Sushi**
1012nd Ave. (bet. 38th & 39th St.)
212-693-7982

Midtown East **Gyo-Yokka**
383rd Ave. (bet. 34th & 35th St.)
718-553-4616

Midtown East **Hakobay**
114 47th St. (bet. 1st & 2nd Ave.)
212-693-7116

Midtown East **Hana**
303rd Ave. (bet. 38th & 39th St.)
212-693-7982

Midtown East **Hatsuhana**
111 46th St. (bet. 34th & 35th Ave.)
212-693-6883

Midtown East **Hatsuhana Park**
Casual Japanese-style restaurant with traditional Japanese food and drink. The restaurant also features a large outdoor garden with a variety of plants and flowers. **2121 10th St. (bet. 29th & 30th Ave.) 718-654-4552**

Midtown East **Imagawa**
111 46th St. (bet. 34th & 35th Ave.)
212-693-6883

Midtown East **Ito 18**
111 46th St. (bet. 34th & 35th Ave.)
212-693-6883

Midtown East **Isahaya Argente**
40 years of Japanese food and drink. The restaurant features a large outdoor garden with a variety of plants and flowers. **2121 10th St. (bet. 29th & 30th Ave.) 718-654-4552**

Midtown East **Isahaya Bika**
111 46th St. (bet. 34th & 35th Ave.)
212-693-6883

Midtown East **Katsu-Katsu**
111 46th St. (bet. 34th & 35th Ave.)
212-693-6883

Midtown East **Kurama Sashimi**
21 47th St. (bet. 34th & 35th Ave.)
212-693-6883

Midtown East **Mitsu Mitsu**
2121 10th St. (bet. 29th & 30th Ave.)
718-654-4552

Midtown East **Mitsubishi-Ten**
111 46th St. (bet. 34th & 35th Ave.)
212-693-6883

Midtown East **MOJO**
A new Japanese restaurant featuring a variety of Japanese food and drink. The restaurant also features a large outdoor garden with a variety of plants and flowers. **2121 10th St. (bet. 29th & 30th Ave.) 718-654-4552**

Midtown East **Nishi Sashimi**
111 46th St. (bet. 34th & 35th Ave.)
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Midtown East **Nishiku**
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Midtown East **Nispen**
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Midtown East **Oishi**
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Midtown East **Rainforest On**
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Midtown East **Restaurant SGO**
111 46th St. (bet. 34th & 35th Ave.)
212-693-6883

Midtown East **Rings**
111 46th St. (bet. 34th & 35th Ave.)
212-693-6883

Midtown East **SAKAGURA**
A new Japanese restaurant featuring a variety of Japanese food and drink. The restaurant also features a large outdoor garden with a variety of plants and flowers. **2121 10th St. (bet. 29th & 30th Ave.) 718-654-4552**

Midtown East **Sashimi**
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Contemporary fusion of South Central barbecue, Asian influences and a wide selection of international cuisines. From shrimp with yam and wild rice to lamb chops with honey and red wine reduction. **Shogun Bar-B-Que** is the only place in New York City to offer this unique experience. **Shogun Bar-B-Que** is the only place in New York City to offer this unique experience. **Shogun Bar-B-Que** is the only place in New York City to offer this unique experience.

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Midtown East **Sushi 10110**
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at your table, it will have traveled from a Long Island farm and spent seven hours being prepared and roasted. Head Chef Tom Yip, who has been with the Peking Duck House for 28 years, carves the duck to reveal the succulent results of the day's labor: crispy skin and tender meat. Add that to the pancakes, scallions, cucumbers, and hoisin sauce, and you have a hearty meal.

The menu at Peking Duck House offers classic Chinese dishes — including Szechuan, Shanghai, and Cantonese style — so if Peking Duck isn't what you crave, you still have plenty of options.

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CONVERSATION WITH SAKE SOMMELIER

SAKE: A LIFETIME ENDEAVOR

From an early age, Mrs. Yoshie Hara, the sake sommelier at Tori Shin, has appreciated the depth of sake ever since she was introduced to it at her sister's tokuyo (Japanese pub) in Japan. Nine years ago, when she came to New York and started working as a bartender, she decided to take her curiosity of sake to another level. After all these years, she is still mesmerized by the vast world of sake, and chuckles as she claims that just finding the sake to food pairing with sake will be her personal lifelong endeavor.

What do you think is the allure of sake?

I think it's an ability to bring out the good qualities in food while getting rid of the bad qualities. Other beverages, whether it's wine or alcohol, are good with food, but I think there is something beyond that with sake. For this reason, I feel that sake has the most depth. When you think about Japanese food, I think the reason sake became so popular throughout Japan was because we eat raw fish, which is very good, but it does have that raw smell, and sake makes that go away. I think it's the only beverage that can do that. But it's not just with Sushi, or with Japanese food. Sake does that for all kinds of foods.

Do you have favorites?

I don't really have a favorite brand or anything. My choices depend on what mood I'm in and what I will be eating. But I do make a point to have the seasonal sakes every season. It's winter now so I like Hiyokoshi sakes these days.

What was the most memorable sake for you so far?

I would say the most memorable sake for me is Kubota. My aunt owned an tokuyo which is where I had my first encounter with sake at an early age, and also where I had my first restaurant job there. Kubota was the first sake I tried. I didn't like it the first time, to be honest. But later I tried it with sushi, and I liked it very much. I couldn't believe how the taste changed with food.



Each of the sakes at Tori Shin are carefully hand-selected by Mrs. Hara, ensuring a lineup of sake that pairs best with the Japanese cuisine of the restaurant.

What are some of the new trends in sake?

I think the sakes that are coming out now are easier to drink. I think just until recently, sake was a lot denser or heavier and a lot more difficult to drink. Now, I think that more and more sakes are clearer and lighter like wine. I actually spoke to some brewers about this, and they told me they have changed the water filtering system to create the best quality water possible. The new technologies are also allowing brewers to make better quality sake. Not that there is anything wrong with the old kind because I personally like the heavy sake taste in those types of sakes, too. I really like the panaché sakes where you can taste the rice. To me, when I drink these traditional sakes, I feel like I'm drinking "SAKE." [laughs]

How are you pairing sake with foods at Tori Shin?

Here, we have yakitori (broasted chicken), which comes with either the tare (Japanese BBQ sauce) or shio (grilled with salt). You can't possibly suggest a pairing for each of the skewers, so in general, I recommend clear sakes like yamazaki or daigoma for the salt-grilled yakitori, such as Hokkaido, and Nambu Biji. For tare, I tend to recommend panaché.

I think that these combinations bring out the flavor of the grilled chicken best, but it depends on your preference.

Do you experiment a lot with sake temperatures when you're drinking on your own?

I don't try to experiment a lot, but sometimes I have some fun, accidental discoveries. What I like to do these days is to warm up the sake just a tiny bit. I actually discovered this when I was trying to make hot sake, but I couldn't wait, so I drank it slightly warm, and it turned out to be very nice.

How can sake beginners choose the right sake?

I personally think that you can tell a lot by the label of the sake. Usually, the image of the label comes pretty close to the taste it represents. That's how I started when I didn't know much about sake. After you try different kinds, you can start making more educated decisions based on your own preferences.

Tori Shin

1151 1st Ave. (1st Ave. & 45th St.)
New York, NY 10001
TEL: 212-460-2338

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Enjoy the popular Niigata Tanrei.

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View from Sake



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Sunday: March 16, 2008 10:00 a.m. to 5:00 p.m.

For
How to arrive
From Tokyo: Train 45 min. Airplane: Purchase ¥1,000 (cash) for 10 days

Where
Niigata Convention Center "Tok-Arena"
Main Building (Exhibition Hall)
4-1 Hokuriku-Gakko, Niigata City
Phone: +81-92-241-4000 FAX: +81-92-241-4174

What to
Must-try items: Niigata
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KUROMARU: A SHOCHU THAT CAN PLEASE A SAKE LOVER

Having worked in restaurants in Tokyo since he was 17, the Head Chef at Soba Totto, Mr. Hyime Ito, is a master when it comes to traditional Japanese cuisine. Though he admits that he is a sake fan when it comes to drinks, he says the sweet potato-based Kuromaru is a kind of shochu he enjoys drinking.

How long have you had Kuromaru on your list?

We've had it since we opened last December. It was one of the first ones we put on the list because it is very easy to drink by itself, and also it goes with pretty much everything. I actually enjoy this shochu because of that. Most potato-based shochu has a strong potato smell, and can be hard to drink for people who prefer sake like me, so I usually prefer awaji (barley) shochu, if I were to have shochu at all. But Kuromaru is a very clean tasting potato shochu, and it goes down really easily.

Is shochu as general popular as your restaurant?

I would say shochu and sake are about 50/50 at

our restaurant. Some days sake goes out more, and some days shochu goes out more. In general our Japanese customers are ordering more shochu now, and the non-Japanese customers tend to order sake.

Why do you think that is?

I think that shochu is more complex and it can be a bit difficult to understand. It's not soft like sake, yet it's different from other hard liquors like vodka and whiskey. And I also think it's just not as known as sake in an American yet.

How do your customers order shochu?

Most of our customers tend to like it straight up, or mixed with soda. But it really varies. On our menu, we have a lot of ways you can order the shochu such as with plums, lemons, soda, fresh squeezed grapefruit juice, orange juice, etc. We also have a few original cocktails here that use potato shochu.

What is the signature dish at Soba Totto and how would Kuromaru go with it?

Our signature dish is Soba, of course, but as particular the standard Zaru-soba, and Akazoba. The clean taste of Kuromaru doesn't get in the way of the soba, so it really is a nice match. But Kuromaru is so versatile you can use it with ev-

erything from Yakitori, to Shogun's or Obanzai, to Fukiwaka Stuffed Shishito Mushrooms that are also on our menu.

Any suggestions for shochu beginners?

This time of year, I think that putting shochu and water (hihi) in a Karyoga (black kettle for shochu) and having it warm would be really nice. This makes shochu milder and easier to drink. If you choose the right water to mix with the taste of the shochu and you learn. But thing of, of course is to get the water from where the shochu was made, but that's almost impossible, so I think using bottled mineral water would do.

SHOCHU TIDOTTE

Throughout the southern region of Japan, shochu has been a part of people's everyday lives for centuries. People in these regions naturally know how to drink shochu. Making the perfect shochu mixture is key to achieve to let the true flavor blend is common in these regions, and he accommodates this many different types of beautiful shochu. Certain shochu were developed throughout this area. Awaji is one of the most common shochu, famous from Sakurai (Kagoshima prefecture), made with special clay high in iron content that gives the server a black metallic look.



Kuromaru

Sweet potato shochu with a mild and balanced taste and a clean finish.
Sweet Potato Shochu 21% Alc./Vol.



Kigun no Miso

Fresh Tobiko/Miso-based. Taste of the Japanese myth and legend. Enjoy the melt and joined taste of Tobiko and Richness Shochu 20% Alc./Vol.



Tamao

Smooth and mellow. The first and lightest barley shochu from Kagoshima prefecture.
Barley Shochu 20% Alc./Vol.



From the subtle taste of the Shogun's or Obanzai to the much more bold taste of Yakitori, Kuromaru is a perfect drink to have with any meal. Its clean taste with the hint of sweet potato aroma is refreshing without getting in the way of food, yet it has a strong core that can stand up to various rich flavors.

Soba Totto
211 E. 43rd St. (bet. 2nd & 3rd Aves.)
New York, NY 10017
TEL: 212-627-6900

SHOCHU TIDOTTE

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Imported by Sake & Shochu International Corp. New York, NY 10006
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Flor de Mayo
Cari Muli's Whole Foods
SOTHAM WINE
JMS Mart
Lulu's Motion Yoga Center
UWS Karaoke Karaoke
Nancy's Wine
New York Buddhist Church
Planet Sushi
Seagan Grill
Matsubayashi Karaoke
Sunrise Japanese Restaurant
Sushi Hana
Yoku Sushi

UPPER EAST SIDE

Amber
Absolute Pans
Food For Health
Genet Wine
Gourmet Sweets
KIDTO
Mach
Madame saton
Mats Wright
Mr. Ginger
Nevada
NY Cooking
Sake Hana
Sara
Shabu Shabu 72
Sushi Hana
Sushi Sakai
Sushi Sen mit
Tikube 86
Toski Restaurant
Toriyaki Bay 32nd St
Ultimate Karaoke USA
Yamoko Shime Sake
WTHO Hestia Dope
YUKA Restaurant

MIDTOWN WEST

Bangkok House
Bento Nouveau
Bluebird
Buckingham Hotel
Cafe Zappig/Kinokuniya
GoGo Curry
Jap KAPPAKE

Sake Bar Hops
JAL PARK International
Japan National Tourist Org
Japanese Chamber of Commerce
Japanese American Assoc
JETRO USA
Jimi-Haley's Universe
Joie's Shanghai
Kinokuniya Book Store
Kinokuniya To Go
Midtown Comics
Mingle New York
Monter Sushi
NY Accouture and Herb
W/est Day Spa
Pacific Echo
Penguin
Roo & You
Sakura de Tokyo
Seagran
Sake Dope
Sake Nippon
SushiJam
Sushijutsu Restaurant
Tachiyoginba Teriyaki Bay
Toriyaki Bay
Nippon Club Culture Center
Toko Shop
WABA
Yamaguchi Accouture
Wendy's Natural Market
Yuki Park 2
Yumi Han Bangkok

MIDTOWN EAST

212 Fukuatsu
Akiyoshi Kinokuniya
Accouture Center
Aya Asian Bistro
Ambassador Wine & Spirit
Amity Language Institute
Akiyoshi Book Store
Akiyoshi Book Store
Book Off USA
Cafe Zappig
Cafe Zappig
Cham Chuan Cuisine
Consulate General of Japan
Dart 48
E88 Teriyaki House
Gya Koko
Har Mito's
Hatsuhara Park
H.I.S. Int'l Tours
Ito Center

MADONNAN Theater
Imaghu
Japan Society
Karaoke Top Ten
Katsuga
Kira
Korea Palace
Manah
Mancoska To Go
Midtown Comics
Minamoto Kitchizen
Monsieur
Moonflower Spa
MR K's
Omni
PC Truck
Peking Duck House
Restaurant Nippon
Restaurant SEO
Rit Rite Salon
Sakura
Sakura
Sakura
Sushi Inn (Katsushika)
Toriyaki May Flower
The Whisker Aikawa
Whiskey To
The Nippon Restaurant
Udon World
Yamoko Waki
Yamoko East
Yamoko Sushi

INDIAN TOWN

David L. Zeng
Don's Bogen
Dull 28
Hansik Broom
HANBAT
HANDS
Hyo Dong Bok
Jap KAPPAKE
Kaiting House
Korean Bashi
Kure Gong San
New York Tiger School
PHO 28
Toda
Wingo restaurant
Wito Chan

CHELSEA & GRAINERY

ABC Language Exchange
Bent Street Don
Choi's

Com e Com es
Crosby Sushi
Dino O Rama Union Sq E
Enjo
Gucy Later Hair Removal
Hayata New York
Hana Salon
Image Anime
Japco Thai
JAS Mart (25th St)
KURA Salon
KYOKUJIN KAPPAKE
Landscape Wine & Sake
Machina
Monter Sushi
Natural Green Market
New Hope Martial Art
Sugoi
New York Aikido
NY Cro Gallery
Omami Institute
Penguin Chikara
Regional Thai
Rugby
SASURU
Soma Thai
Tobago
Toriyaki Bay 25th
U.S. Kudo Kudo Kudo
Wine O'pina Kudo
Wine O'pina Kudo
Wine O'pina Kudo

WEST VILLAGE

Choi Nish
Dino O Rama NYU
Gongoh
Gongoh Records
Go Sushi
Maru's
Midway's Tea & Coffee
Monter Sushi
Rokumei
Toriyaki
Hakata Tando
Yuki Salon

EAST VILLAGE & CENTRAL VILLAGE

Akiyoshi Japanese
Bake
Dart 28
Darting Man
Gaijin Robot
Go Restaurant
Gyu-Kaku
Hana Maki
Hana
JAS Mart (East Village)
KO Salon
Kore Nippon Center
Landscape
Lulu Salon
MOMA
May & HUE BA



Menkuten
MUP, 1 corner
Qin Tenhai
Gripes salad
Qinlu
Panya
Puka Salon
Planet Rose
Q-Hair
Rui Ruo Kan
Ramen Satsugaya 1st Ave.
Ramen Satsugaya St. Marks
Sakaya
Shafutaku
Shikiki (Jehin)
Sung Sing (Ave. A)
Sung Sing (St. Marks)
Sakaya
Soyan Restaurant
St. Marks Market
Sonnio Mart
Takanishi Hair
Tenyaku Day 10th
Toy Tokyo
Tokyo 7
Tuyhson Lounge
Udon West
Ucho Salon
Union SO Wine
Velvet Glasses New York
Yokoku (Jehin)
Yokoku Tenhai

■ BELOW HOBOKEN

Asian American Art Co.
Betta Acousso
Cokea Beauty Center
Friedl Sea
Granny's Wine
Hiro's Place
JSE Japanese Restaurant
Joe's Shanghai
Kasuya Nakano New York
Jed Rabbit
KITEYA SOHO
Kotex
Lotus Salon (SOHO)
Lotus Salon (Tribeca)
Mika Inatani
New York Wine Exchange
Nina Trang
NINA
Pearl River Mart
R by 49am
Rice
Sachiko's on Clinton
Seasons
Shanghai Cuisine
Soyan Restaurant
Sunrise Mart
Toshiko's Tricana
Tokyo Bar
Toyin Mart Manhattan
Union Salon
Zutba (Tribeca)

■ BROOKLYN

Benson's Closet
Bosa
Chai Home Kitchen
Chen's Hair
Dakota Bar & Grill
Element Natural Healing Arts
Jiechunhui Aveda Day
Kino & Milburn Market
Lacina Salon
Organic Planet
Salura Café
Smith and Wine
Snack
Sunar Food Market
Zakka Corp
Zenkechi
Zotto

■ BAYVIEW / LONG ISLAND

Family Market
The Arts & Cane Center
Wakusa Asian
Toraja Japanese Restaurant
Chai Ka
Sakuraya
Quasimodo Judo Center
Akari Japanese Restaurant
Robert Japanese Restaurant
Kobito of Tokyo
New Japanese Food
Pekingese Restaurant
Central Books USA
go west
Maguro Restaurant
Shin Nippon Do
Sushi Island
Aoyuchi Restaurant
Japanese Steak House
Taka Sushi
Riku's Palace
Mito Pharmacy
Morris Restaurant
Ak-Rice Shop
Denshoku Field Cafe
H Mart Great Neck
H Mart Whitman Park
Kamari Japanese
Sai Restaurant
Suki Zuki

■ UPPERTOWN

Ishiki
Her Studio NAKA
Hume
MURA
Mony Japanese Restaurant
Oshiro
Shugo Wine & Liquor
Hiro's Hair Salon

Fuji Mart
Isamitaya
Sensaya Sushi
Senra Kake
Tendo
Uchi de da onko
Dada
Kari Sen Food
Hickokaya Book Store
Hoshi's Steak House
Sakari Shop
Yokara Tenma Club
Ohana (City Island)

■ NEW JERSEY

Kiku Ajiwae
Matsushita Restaurant
Mitsuya Market Place
Mochi
Amane Salon
Aushi
Gom Vee Di
Higo Bitchon
Katsuko Salon
Pancosme
Summery's
Toshi Har Supreme
Yokura Chirochiro
Yokura Restaurant
Sewara
Kunigashira
Kunigashira Tea
Woo Jung
Uonami
Mitsuru Sushi
Mitsuru Gin
Tomo Sushi
Katsun Sushi East
Fremly Market NJ
Japanese American Society
Masa Sushi
Sewara Bana

■ CONNECTICUT

J Mart
Fuji Mart
Toshi Japanese Restaurant
Wasabi Japanese Cuisine

■ OTHER

Embassy of Japan (DC)
Salon Wm Alton (CA)
Hibiki USA
Cherry Mart (Boston, MA)
Cosmote General
(Boston, MA)
Hokibukuya (MA)
Hosaka Sushi Carry Out
(MD)
Imabuchi (MD)
Teiga Japanese Books (MD)
Mado (PA)

MAJOR GROCERY STORE

■ UPPER WEST SIDE

Food Emporium at 80th St.
Food Emporium at 88th St.
Grubbs's at 88th St.
Grubbs's at 89th St.
Grubbs's at 89th St.
Grubbs's at 90th St.
Grubbs's at 92nd St.

■ UPPER EAST SIDE

Food Emporium at 85th St.
Food Emporium at 87th St.
Grubbs's at 78th St.
Grubbs's at 89th St.
Grubbs's at 87th St.
Grubbs's at 89th St.

■ MIDTOWN EAST

Food Emporium at 32nd St.
Grubbs's at 32nd St.

■ CHELSEA & GRAMERCY

Food Emporium at Union Sq.
Grubbs's at W 24th St.
Grubbs's at W 24th St.
Grubbs's at W 24th St.
Grubbs's at E 20th St.
Grubbs's at E 20th St.

■ WEST VILLAGE

Food Emporium at 10th St.
Grubbs's at 4th St.

■ EAST VILLAGE & CENTRAL VILLAGE

Grubbs's at University Pl.

■ NEW JERSEY

Food Emporium 700

Lighthouse Ave (3rd Ave)
Lighthouse Shop Rite 302
Riverside Pl (Palisade Park)
Palisade 4th River Rte.
(Edgewater)

■ UPPERTOWN NEW YORK

Food Emporium 42nd Ave
Food Emporium 42nd Ave
Food Emporium 158th
Phenixville Rte 34 (3rd Ave)
Meyers
Food Emporium 5881
Riverside Ave (The Bronx)
Food Emporium 388
Hale Road Ave (Harrison)
Food Emporium 23 Quaker
Ridge Rd (New Rochelle)
Food Emporium 25 Ridge
St (Rye Brook)
Food Emporium 24 Downing
Dr (The Bronx Heights)

■ CONNECTICUT

Food Emporium 358 Elm St.
(New Canaan)
Food Emporium 155 E.
Palmer Ave (3rd Greenwald)
Food Emporium 1551 High
Ridge Rd (Stamford)

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OSHOUGATSU: JAPANESE NEW YEAR

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Welcoming the New Year is the most important holiday activity for Japanese people. In order to celebrate the New Year in a fresh mood, people clean their houses, settle unfinished business, and tie up any other loose ends. At the same time, people are busy decorating their homes and cooking special food in preparation for the New Year's celebrations. So, technically, New Year's Eve is the busiest day of the year for Japanese people. Once everything is done, they listen to *Joya-no-kane* (the watch-night bell) at midnight and welcome the New Year quietly.

Although the custom of celebrating the arrival of the New Year in Japan has been around for a long, long time, Japanese people started celebrating January 1st as New Year's Day only about 130 years ago, when Japan adopted the Gregorian calendar after the Meiji Restoration.

People usually spend the early morning of New Year's Day with family, eating *Daishyo Aburazushi*, a special celebration food, and drinking *Ozori*, a special sake with herbs. People receive *Nenga-Ju* (New Year's postcards), and kids are given *Daishidoshi*, celebration money. Recently, people have even started shopping on the morning of New Year's Day. The New Year holiday is actually one of the most productive periods

for retail stores.

Key words to understand Japanese New Year

KADOMATSU / SHIMEKAZARI / KAGAMIHIKUCHI



These are the basic New Year's decorations. *Kadomatsu*, a pine tree decoration, is placed on the gate or entrance of a house to welcome *Toshigamisama*, the deity of the coming year. *Shimekazari*, a rope made of rice straw, serves to delineate a sacred area. Japanese pound rice in late December to make *kagami-mochi*, round rice cakes to offer to the deity.

*Most of the grocery stores in New York area carry Japanese New Year's decorations. Please see the list of grocery stores on page 16.

NENGA-JU

Japanese customarily send New Year's Day postcards, *Nenga-Ju*, to their friends and relatives. This is similar to the Western custom during the Christmas holiday in Japan, however, it is important that *Nenga-Ju* are delivered on January 1st. People use specific kinds of postcards or write "nenga" on the front so that Japan Post's officers can separate them from regular postcards and deliver them on January 1st. Japan Post guarantees to deliver *Nenga-Ju* on the first of January if they are posted within a certain time limit, usually around mid-December. Since New Year's Day is the busiest day for Japan Post, it hires part-time workers to help deliver *Nenga-Ju*. Although e-cards are becoming increasingly popular, Japanese people still keep this custom of sending their New Year's greetings via snail mail.

"AKEMASHITE OMEDETOU (GOZAIMASHU)"

When Japanese people welcome the New Year, they use these celebratory words. It literally means "Welcome to you on the dawn." This phrase is often used in the greetings of *Nenga-Ju*. If you want to be more polite, add "gozaimasu" at the end. Nowadays, younger people tend to use the shortened, more casual "Akai-Ono."

HATSUMODE

This is the first shrine visit of the New Year. Many people take part in *Hatsumode* during *Sengaiseki* (the first three days of the New Year). People pray for their health and luck and buy *Omamori* (good-luck charms), *Manjū* (cherry buns), *Kanagana* (pancakes), and *Kamade* (cham rice). The most popular shrines in Japan are *Meiji Jingu* in Tokyo, *Yasaka Shrine* in Kyoto, *Kanayama Shrine* in Kanagawa, and *Fushimi Inari Shrine* in Kyoto. Each of them has almost 3 million visitors during the New Year's holiday.

OTOSHIDAMA



This is what young kids crave during the New Year's holiday. In Japan, people have a custom of giving pocket money to children during this period. The amount varies depending on the family and the age of the child. *Oshidama* is handed out in a small envelope called a "pochibukuro."

TAKOAGE / KUMA-MAWASHI / FUKUKUWAJI / HANETSUKI



OSECHI RYOURI

It is a Japanese tradition to eat *Osechi Ryouri* throughout the New Year's holiday (until January 3rd). *Osechi Ryouri* is traditionally served in layers of lacquer boxes, *ubaketa* to bring "layers of luck." The dishes include *Kikōdani* (Edible Fruits), *Kumamon* (Gilded Black Beans), *Onionaki* (Rolled Sweet Onions), *Kokinmon* (Masked Sweet Potatoes with Sweet Chestnuts), *Kigori Gobo* (Grilled Burdock), *Unakob* (Candied Dried Sardines), *Naruto* (Pickled Daikon Radish and Carrot), *Nemoko* (Gilded Vegetables), *Kinoshio* (Herring Roe), *Eto-no-sake-mushi* (Sake Steamed Shrimp), *Pink* and *White Kanihiko* (Fish Cake), and *Eto-no-oto-yaki* (Grilled Sea Bream). Each dish in *Osechi* has a symbolic meaning; the dishes usually promote good health, fertility, longevity, good harvest, or happiness. People are supposed to finish cooking *Osechi* dishes by New Year's Eve so that they can spend the New Year's holiday

without cooking. The taste of the dishes is usually strong-sweet, salty, or dried—because they have to keep for several days. These days, people are more conscious of using time efficiently, so they tend to buy ready-made *Osechi* dishes available at stores and restaurants in Japan. People also do not really follow the strict rules of *Osechi* as much as they once did but rather create their own ways of preparing and enjoying the foods of the New Year.



Daijingu (Five-Rings), *Kuma-Mawashi* (Spinning), *Fukukuwaji* (Furry Face Game), and *Hanetsuki* (Badminton with a wooden paddle called a "bago") are the games Japanese people traditionally enjoy during the New Year's holiday, although people often prefer to go shopping, sing *karakara*, or attend New Year's parties these days.

KAKIIZOME

Kakizome is the first calligraphy of the year. Traditionally, people write lucky words or poems. It is not common to do this at home, but schools often have a *Kakizome* contest.

HATSUYUME

In Japan, it is believed that the first dream you have in the new year foretells the luck you will have in the ensuing year. People don't consider the night from December 31st to January 1st as the first night but rather the night from January 1st to the 2nd. It is considered to be particularly auspicious to dream of Mount Fuji, a hawk, or an eggplant.

O-ZUONI

This soup meal is eaten during the New Year's holiday along with the traditional *Osechi Ryouri* (see details in the box above). It usually contains mochi (rice cake) and vegetables. There are millions of styles from region to region and family to family. Some people use clear soup, others use miso soup. Some use round mochi, others use rectangular mochi.

ETO

Eto consists of *Jikan* (10 symbols) and *Jumoku* (12 symbols for the 12 zodiac signs), and it is used for indicating the year, month, and date. It is said that the prototype of this calendar was created in China in the age of Yin (B.C. 1000), and Japan adopted the calendar about 1,800 years ago. One of the 12 Chinese zodiac symbols, represented by different animals, is applied to each year. Although this type of calendar is obsolete in Japan, Japanese exchange in December and January because Japanese people often draw the symbol on *Shimekazari* (the New Year's decorations). The zodiac animal for your 2009 is the cow.

Season's Greetings,
with best wishes for
a Happy New Year!

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Best wishes for a happy & prosperous New Year.

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— Rev. Masaharu Asanishi



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— Kazuko Matsunobe, President



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ASK THE BEAUTY GURU — VOL. 12 —

BRING YOUR IMAGE INTO FOCUS — KAORI IMAGE

From international telecom executive to image consultant, Ms. Kaori Higase brings the tricks of the trade to a chic loft near Union Square.

Why did you start doing this image consulting?

I was once a high-powered executive at several international telecom companies, but my marriage did not really allow me to pursue that career anymore and I felt obliged to shift my focus to my household. I didn't feel the same excitement and sense of challenge, compared to my executive life, so I started exploring avenues where I could direct my energy instead of just staying at home. Eventually, I found that I could use my experience in the competitive business world to help others improve their self-image.

Normally, image consulting is limited to politicians and those in high society who can afford it, however, I wanted to reach a broader range of clients and felt that my services should be as affordable as a spa treatment or a haircut at a nice salon. So I started my image consulting business in 2006 at my apartment on the Upper West Side where I realized there was a need for my services.

How do you find a "standard" image between Japanese and American cultures?

I am trying to find a global standard which is a new job position. The image doesn't have to be just a strong, independent mature woman because Japanese women are not raised that way. But at the same time, they don't have to always be a quiet, humble lady who is just waiting for her husband to come home. The image needs to be flexible.

What's the best part about your job?

I'm doing more "life coaching" now. The clients can really open up to me because I am completely removed from their personal and professional life. I like the "coaching" aspect of my job because I can give advice to my clients and help them gain confidence.

Whenever I get a thank you email or phone call saying that someone got a "step up" — they got promoted, found a new job or got married, etc. I am so proud. I don't really feel like I'm the one doing anything per se. I am just encouraging the client to give off a more positive image and "go for it." I am their "motivator."

Could you give us some styling tips that we should keep in mind for improving our image?

First of all, changing your image doesn't have to cost a lot of money. You can do simple things by changing your lipstick, mascara, skirt, hair, small accessories, etc. Changing your image is a professional strategy to win — in both business and your personal life.

As for clothes, avoid muted and dull fabrics. Choose fabrics with a lot of sheen to them, which will show up nicely in photos. If you want to have a vibrant



Kaori consults with Chi about her "ideal image."

effect, wear a suit which has a colored lining. When wearing black, don't forget using a facial highlighter to brighten your complexion. Also, I suggest you create contrast between your clothes and your demeanor. For example, dress sexy but be able to talk about mature, professional things. Or dress neutral, but speak and behave in a feminine manner.

IMAGE CONSULTING TRIAL

Kaori gave trial model, Chi, a full image consultation session. The word Chi about her "ideal" image, Kaori a toned body and color analysis, advises that: Chi was stuck in a conservative Japanese way of dressing and behaving. His clothes were a full boring and she needed to brighten up his overall image.

Kaori analyzed her body type and recommended clothes based on Chi's body type to create a more mature

"heart" appearance. Accessories were added for a feminine, yet professional look. Next, making it is done to emphasize Chi's beautiful facial features. Finally, hair is styled to give Chi a more polished presence.

After the consultation and makeover, Chi said, "I feel more confident in the white shirt with the vertical lines. Wearing a perfectly-fitted suit and a beautiful dress shirt naturally gives me better posture. I look more like a mature adult and more professional."



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Topic: Science	Question: What is the chemical formula for water?	Answer: H₂O
Topic: History	Question: Who was the first President of the United States?	Answer: George Washington
Topic: Language Arts	Question: What is the past tense of the verb "run"?	Answer: ran
Topic: Art	Question: What is the name of the famous painting by Leonardo da Vinci that shows a man with a halo and a sword?	Answer: The Last Supper
Topic: Physical Education	Question: What is the name of the sport played on a rectangular field with two goals at each end?	Answer: Soccer
Topic: Music	Question: What is the name of the instrument that has a long neck and a round body with strings?	Answer: Guitar
Topic: Health	Question: What is the name of the organ in the human body that pumps blood?	Answer: Heart
Topic: Geography	Question: What is the name of the largest continent on Earth?	Answer: Asia
Topic: Environmental Science	Question: What is the name of the process by which plants use sunlight to make food?	Answer: Photosynthesis
Topic: Computer Science	Question: What is the name of the language used to create web pages?	Answer: HTML
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Topic: Law	Question: What is the name of the branch of law that deals with the rights and duties of individuals?	Answer: Tort Law
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Topic: Religion	Question: What is the name of the holy book of the Christian religion?	Answer: Bible
Topic: Social Studies	Question: What is the name of the study of human societies and their development?	Answer: Sociology
Topic: Psychology	Question: What is the name of the study of the mind and behavior?	Answer: Psychology
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Topic: Technology	Question: What is the name of the process of using scientific knowledge to create new products and services?	Answer: Technology
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Topic: Accounting	Question: What is the name of the process of recording and summarizing financial transactions?	Answer: Accounting
Topic: Operations	Question: What is the name of the process of managing the production and distribution of goods and services?	Answer: Operations
Topic: Logistics	Question: What is the name of the process of planning and controlling the flow of goods and services from the source to the consumer?	Answer: Logistics
Topic: Supply Chain	Question: What is the name of the process of managing the flow of goods and services from the supplier to the customer?	Answer: Supply Chain
Topic: Distribution	Question: What is the name of the process of getting goods and services from the producer to the consumer?	Answer: Distribution
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Topic: Wholesale	Question: What is the name of the process of selling goods and services to other businesses?	Answer: Wholesale
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Topic: Construction	Question: What is the name of the process of building structures and infrastructure?	Answer: Construction
Topic: Architecture	Question: What is the name of the process of designing and planning buildings and structures?	Answer: Architecture
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Topic: Infrastructure	Question: What is the name of the process of building and maintaining the physical structures and systems that support a community?	Answer: Infrastructure
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Topic: Development	Question: What is the name of the process of creating and growing new products and services?	Answer: Development
Topic: Innovation	Question: What is the name of the process of coming up with new ideas and solutions?	Answer: Innovation
Topic: Entrepreneurship	Question: What is the name of the process of starting and running a new business?	Answer: Entrepreneurship
Topic: Business	Question: What is the name of the process of managing and operating a company?	Answer: Business
Topic: Management	Question: What is the name of the process of organizing and controlling resources to achieve a goal?	Answer: Management
Topic: Marketing	Question: What is the name of the process of promoting and selling products or services?	Answer: Marketing
Topic: Finance	Question: What is the name of the study of money and its use?	Answer: Finance
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Although a healthy lifestyle is revered in American society, most of us are so overworked that we don't give our body the attention it deserves, thus, increasing the risk of various ailments developing.

"In order for the body to function properly, Qi (energy) must travel through the body's five major organs: the heart, lung, spleen, liver, and kidney," described Yuko Nosaki, Dipl. Ac. Dipl. C.H., a certified Chinese Herbalist and acupuncturist from the Ido Holistic Center in Midtown Manhattan, where I receive Kampo (Japanese Herbal Medicine) consultation.

In order to properly diagnose my Qi imbalance and recommend treatment, Ms. Nosaki asked detailed questions about my life before checking my pulse, eyes, and tongue. This style of "personal consultation" and involvement is what makes Ms. Nosaki's analysis so effective. Ms. Nosaki's thorough knowledge of kampo not only helped her detect my problems, but it also gave deeper insight

into what influences them. Just listening to her in-depth explanation about various kampo treatments and the philosophy behind them was an eye-opening experience. "All five organs represent a sense of balance that exists within you. When Qi cannot pass through one of your organs the other four become Qi deficient," she explained. During my consultation she noticed that my liver Qi was overactive while my liver Qi remained stagnant. Both my idle liver Qi and overworking heart Qi contributed to my current mental and physical condition. The next step was for her to prescribe the correct Japanese herbs to "soothe" my liver Qi and "disperse" my liver Qi.

Visiting Ido Holistic Center was an educational experience, and Ms. Nosaki's attention to detail followed by her thorough analysis was comforting, a far cry from the five-minute assessment I get when visiting a doctor in the hospital. If you are looking to heal yourself without the side-effects of prescription medicine, then the Ido Holis-

tic Center is your one-stop shop to enlightenment. There is no point living life to the fullest if you are not healthy enough to enjoy it.

—Raymond by Sam Froust

*Ido Holistic Center currently offers a discount price for 30 minutes consultation for \$20 (Reg. \$30). The price of year-round herbs ranges from \$50 to \$200 for 2 weeks depending on the type of herbs.



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January 3rd (Sat) - USN Report Hourly #1 - Food Special

A year and a half has already passed since we started USN Report broadcast, introducing many delicious foods such as Peking duck, Japanese BBQ, Protein Yogurt, Pigeon Pie, and Sushi. Winter, the most popular item, always receives well by our viewers with a chance to win one of our "Grand Beggings" - \$500 cash prize!



January 10th (Sat) - USN Report Hourly #2 - Music Special

In 2008, USN Report featured many musicians, an interview with Grammy-nominated Kitaro, the historical solo performance of Akiko Mizuki at the Apollo, and a group of young performers in London. This week, we will bring you a special digital new music.



January 17 (Sat) - USN Report Hourly #3 - Art Special

Meeting with many artists since we began, we have conveyed their spirit. Their work's completion will be an art. From Tokyo Museum's exhibit at the Brooklyn Museum to up and coming artist Hideo Chikara, we will take another look at their work.



Please check out our website for more information.
<http://www.usnreport.com/index.html> (in English and Japanese)
Also, web-streaming here:
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BUYING JAPAN: INCREDIBLE AND UNKNOWN PRODUCTS - VOL.9 -

FUMITAKE (BAMBOO FOOT MASSAGE)

BY NOBI NAKAWISH



My feet make their second appearance in Chopsticks NY. You can't see it, but I have a towel under the fumitake because I have hard wood floors. I advise you to do the same.



See? Just a simple piece of bamboo. It's amazing that despite being hollow, the fumitake is so sturdy. It holds my two hundred-eth pound with absolutely no problem.

Happy New Year everyone! I hope you are celebrating with your loved ones by over eating, over drinking, and under sleeping. There is truly nothing more special than a shaming a hangover or food coma with people who are predisposed to forgiving the pitiable state you might be in. On a personal note, it's been quite a year writing these Buying Japan articles, and we look forward to another year of showcasing fun and unique products.

Now WHAT? — you may ask — do you see here? This may be the first item we have introduced that is not immediately recognizable in a Western context. Of course, we all can see it is a piece of bamboo, sectioned, and then split lengthwise. But what is it for? Decoration? A doormat? A candle holder? While you may be able to come up with many creative uses, this is formally known as the **'fumitake'** — one of the ancient ways to give yourself a foot massage.

'Fumi', means 'to step on', and 'take', pronounced 'ta-keh' (I refuse to let anyone butcher this name in the way Take has been for generations)

means 'bamboo', so within the name is the explanation of how to use this device. By standing on the fumitake, you can use your own body weight to push into the pressure points within your feet that are said to give you relief from tension throughout your body. Many Japanese in fact believe that daily use of the fumitake can improve your muscular-skeletal structure and blood circulation.

The fumitake (alternately known as the 'Take-Fumi') was invented by Samurai, on long travels, they would cut down bamboo and roll their feet on it to remove their hard feet. Urban samurai like you and I are probably more used to modern conveniences like ergonomic walking shoes and foot massage machines. But you'd be surprised how this simple piece of solid bamboo can be so fundamentally effective.

To avoid falling down on the first try, I kept one foot on the floor and placed the other on the fumitake, gently pressing down on different parts of my foot. Slowly, I put my other foot on the fumitake, and then rocked back and forth — the sensation was immediate, and eye opening. While it is incredibly

simple, it does take some getting used to, and how intensely you use it is up to you. I'm on the heavier side — standing on the fumitake puts a lot of pressure on the soles of my feet, so I didn't need to spend much time on it. Afterwards, I did feel pretty relaxed, and felt proud that I conserved a little money as well as got to be a little more environmentally conscious. If you're going 'Green', you will definitely want one of these.

How much is the fumitake in Japan? Well, I hear that nearly every household in Japan owns one. Why not? It is simple, convenient, and effective. In fact, the fumitake you see here is a Ha-kasake family heirloom, handed down to me by my parents as a starter unit. The admiration for fumitake can get pretty intense — there are even special edition fumitake in Japan made of gold and silver. It may sound a little over the top, but once you try it, you'll see why this is an essential home item you can't live without.

Ask for one from your favorite Japanese store or look online to find your official family fumitake.



Shop Guide

This article was a product of Jigsaw, which was not for Jigsaw's publication.

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LEARNING JAPANESE: DIFFERENT MOTIVATIONS, SAME PASSION AND ONE MOTTO, GAMBARIMASU!

Watashiwa hith-deu! Oh the sweet sound of this first sentence that opened my horizons to an exciting and exotic language... If only I knew how far this linguistic journey would bring me. Eight years later, counting the number of hours I spent on my Japanese textbooks and the few kanji I memorized, I look back with no regrets on any of the challenges. Stepping back into a beginner's classroom was a great opportunity for me to learn about the new students' aspirations and review the basics I'd sadly forgotten.

PC Tech School offers the ideal setting to start a language in demanding as Japanese: classes on the weekends to accommodate a busy work schedule, classroom fully equipped with video and audio sets, students limited to five per class to enhance the learning curve and be attentive to each student.

The lesson, conducted by a Japanese native speaker, starts by reviewing the vocabulary accumulated over the past weeks: "To eat" - "tabemasu", "Good morning" - "ayoiyo-gaisaiimasu", "I drove" - "dowaru? How can I forget drove!" "Dowaru"... "WRO-GASH!" It was probably stuck in a rusty drawer in my brain! This repeating method allows the words to anchor in the brain and is proven to be one of the most effective methods of learning a language. Always patient, "Sensei" (teacher) takes the time to review each blurry topic and moves on only when it is closed.

The combination of two textbooks, "Japanese for busy people" Vol. 1 and "Instant Immersion Japanese Workbook", respectively focusing on grammar and situational examples, teaches the minimum amount of Japanese needed to live in Japan and handle everyday situations, talking politics may still be a little far away, but at least you could order food in a restaurant, go to the post office and buy stamps, or talk about your hobbies with your friends.

As I talk with the students during the break, I realize that these present aspirations are not very

different than my past ones. Unlike Jend or Steven, I had no specific interest in anime or manga (surprisingly, this cute boy with curly hair throwing balls of lights to single-eyed aliens never appeared to me) but I can relate to their motivation in wanting to access their favorite character in its original version, no subtitles needed!

Most of the young students intend to go to Japan and pursue their graduate education. Their introduction to Japanese language beforehand will be an invaluable asset to navigate the country the first few months and will certainly attenuate the unavoidable cultural missteps: like wandering into a supermarket looking for oil, finally buying a bottle of unidentified substance and trying your sunny-side up eggs in a light bath of vinegar. (Tale of my first homemade bento/dinner in Japan...)

The Japanese language is so rich in subtleties and nuances that I feel I could never fully master its complexity. But the point is not to speak a perfect Japanese or know how to write 2000 kanji (by the way, only 500 are said to be necessary to read a newspaper), the real purpose of diving into a foreign language is more a matter of human relationship than grammatical patterns. My grammar mistakes will soon be forgotten (I hope!), but the people I met both in Tokyo and New York, who shared the same passion for learning and exploring cultures, will remain dear friends to my memories.

—Reported by Ruth Benish-Daer

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"PC TECH" based in New York's Great Central Station offers Japanese class on Saturdays. Their tuition is quite affordable: the fee for the 12-week program costs \$420, and a one-on-one \$100 discount campaign. The new semester will start on January 20th. For registration go to website: www.grippe.com/japanese-class.htm.

Also, PC Tech has a Japanese school in Japan called "NLS". The offers PC Tech students to immerse their language education. For more information about NLS go to website <http://www.nls.jp/guide.htm>.



1. The class is based on a constant interaction with the teacher where everyone can learn from each other's questions. 2. "Sensei" (teacher) focuses on the practicality of the language by applying the words at a natural pace. 3. The textbook "Japanese Language for busy people" Vol. 1 emphasizes grammar and sentence patterns that the student find immediately useful.



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Not every school is listed here. For more information, visit www.chopsticks.com.

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Season's Greetings

It is my pleasure to offer New Year's greetings to ChopStiCKs NY readers. As North America's leading martial arts publisher, ChopStiCKs NY is dedicated to deepening the U.S. Japan relationship. Japan Society continues to provide in-depth programming in the areas of business, education, public policy, visualized performing arts, and language instruction. We look forward to seeing you soon at Japan Society.

—Richard J. Wood, President



330 E. 47th St. New York, NY 10017
TEL: 212-533-1150
www.japansociety.org / newjapan100.org

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Japanese Lesson #15

～ きます

～ kimasu.

verb 3: to come~

"Akemashite omedetou gozaimasu,"
(Happy New Year!)

The first thing you'll learn in the year 2009 is the verb "kimasu" (to come). It looks similar to "komasuu" (to go), which you learned last year, but means just the opposite. Also, you have to be careful about its usage. It is used a bit differently than "kimasu"; "kimasu" rarely takes "watashi" (I) as its subject, unlike its English equivalent. You should not use "kimasu" in the following situations, for example:

"Azu-gohan dewa yoi" (Breakfast is ready!)

"Tama, ikimasu" (I'm coming.)

The word "komasu" is used instead of "kimasu" to

mean "I'm coming." You use "kimasu" when the subject is the third person, as you'll see in the following examples:

Sensei-san ga Tokyo ni kimasu. (Mr. Sensei will come to Tokyo.)

Rosha ga kimasu. (The train is coming.)

Haru ga kimasu. (Spring will come.)

The structure is "subject + ga + kimasu." You might already notice that the particle "ga" is employed to introduce the subject. Note the usage of "kimasu" and "komasu" in the following statements.

Watashi wa shimesu-kai ni ikimasu. Tomorrow

dachu ga tokusan
kimasu.

I will go to the New Year's party. Many of my friends will come.

Tomodachi ga
Nyu Toku ni
kimasu. Watashi
wa tomochi to

issho-ni Taimazu Sabaau ni ikimasu.
(My friend will come to New York. I will go to Times Square with my friend.)



Illustration by 4/2 Designer

GAKU MONO

ga = particle that introduces the subject of a sentence
result: from

asagao-gaki koushaku

ga = particle that emphasizes the content in a conversation
also: now

hara spring

shimashite New Year's party

tomodachi friend

tokoku many a lot of

issho(ni) with together

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OBAMA REIGNS OVER JAPANESE BOOK RANKING

HARDCOVER TOP 5 IN JAPAN (12/8-14)

Rank title	Author	Publisher
1 <i>Taijaku Obama Enshuu-Shuu</i>	Barack Obama	Asahi Shuppan
2 <i>Nau no i Koto Doko a Yamemasu</i>	Mitsuo Shimizu	Mikasa Shobo
3 <i>Atami Kuzushi no Kakedo</i>	N/A	Tokyo Rigi Sensei
4 <i>D-Boys Photobook DASH!</i>	Masah Nishimura	Kobun Seisaku
5 <i>Kaketai Zoro Ishtar Nazhira Da Puchi!</i>	Yutaka Mats	Popton Shu

THE MONTHLY PICK



TAIYAKU OBAMA ENSHUU-SHUU
This educational book is a compendium of speech-making speeches by Barack Obama, including the 2004 Democratic National Convention Keynote Address and 2008 Presidential Inauguration Speech. All speeches come with complete translation from English to Japanese and sound bites. The book also includes highlights of some English news stand in reporting the election of 2008. (Rank #1)

PAPERBACK TOP 5 IN JAPAN (12/8-14)

Rank title	Author	Publisher
1 <i>Mikoto no Juntou</i>	Kazuo Kurokawa	Hayakawa Shobo
2 <i>Radon Moshuyu 1</i>	Takemi Kaito	Kodansha Shoten
3 <i>Radon Moshuyu 2</i>	Takemi Kaito	Kodansha Shoten
4 <i>Senkoku</i>	Yasuhiko Kashi	Shodensha
5 <i>Saikoku Monogatari</i>	Sae Yukio	Kodansha Shoten

THE MONTHLY PICK



MIKOTO NO JUNTOU 1 & 2
Takemi Kaito, introduction of medical mystery novels, also writes the world of the nursing care industry. Medical student Daikichi Teraoka, is asked to investigate a nursing care hospital. In the hospital, he finds out for his specialty, however, he comes up with death cases that have no reasonable causes. Will he find the truth and prove the conspiracy? (Rank #1)

PICKS FROM KINOKUNIYA NEW YORK (ENGLISH BOOKS)



BLUE NIGHT PHOTOGRAPHS BY GEORGE HIRSH WITH AN INTRODUCTION BY NORMAN BAKER — Provenance Arts Press
Shot over the last four years, *Blue Night* created evocative and haunting images which carried the present with the past. As a second generation Japanese-American, Ben Hirsh is a tribute to the photographer's heritage as well as to New York City where he resides. His photographs are currently displayed on a Kinokuniya gallery wall.



SWING! A SCANNIMATION PICTURE BOOK
AMUS-BUTLER BENDER — Moxton Pub Co.
Swing! is a children's book with illustrated photos of children doing sports or athletic activities. In the super-hit tradition of *Twinkl*, *Swing!* portrays the fluid motion of a perfect athletic performance of movements like the swing of a baseball bat or a swimmer diving the body. Extended like magic in animated parallel that show the action as the page is turned, this book is hard to read once opened.

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Exhibition

Through January 31 **FREE**

Chicana-Latina-Chinese

agooda Gallery

agooda Gallery in Chelsea is currently holding an exhibition, "Chicana-Latina-Chinese" four hand-made motorcycles by the prize-winning Japanese artist Chieko Nagata. Each Chinese motorcycle is composed of almost 500 individual parts and took Chieko approximately 7,500 painstaking hours to create. Expertly pushing the boundaries of art, design, and technology, Chieko balances the raw energy of these machines with elegance and discipline of a classical sculptor.

Location: 375 W 26th St (bet 10th & 11th St.)

New York, NY 10001

TEL: 212-667-4977 / www.agoodagallery.com

Through January 30 **FREE**

Solo Exhibition BRUCEY MEYER

KLINGSTUBBINS Gallery

REINBURB is a contemporary art gallery on the Lower East Side presents a solo exhibition by Bruce Meyer for the holiday season. Using Styrofoam, fluorescent lights, plastic shopping bags and other commercial ephemera, Meyer creates bright, upwelling installations that subvert the traditional tenets of authenticity, place and culture. Along with the exhibition, *Eatubukuro*, a traditional Japanese holiday gift bag, will be displayed in the second gallery and Kasei Hirose's meticulously deconstructed items of women's dressing are exhibited in the first gallery.

Location: 47 Bowling St (bet Bowling & Bridge St.)

New York, NY 10007

TEL: 212-475-5840 / www.klingstubbins.com

Through January 31 **FREE**

My Childhood Story: An Exhibition of Hiroshi Ohtaka

Kazuo Lashin Tokyo

Hiroshi Ohtaka has been a comic book illustrator for the past thirteen years. He is now more passionate about producing fine arts rather than producing commercial works. He

chooses traditional Japanese sumi ink in calligraphy for expressing himself, and this effectively allows him to manipulate lines with a strong and soft touch at the same time. For the exhibition, *My Childhood Story*, Ohtaka has created special drawings, some of which will be offered at reasonable and affordable prices from \$50 to \$100. On December 26, Hiroshi Ohtaka will have a live drawing performance.

Location: Cap Lane Lodge

147 W 20th St (bet Bowling & 8th Ave.) New York, NY 10011

TEL: 212-695-5258 / www.lambethbooks.com / www.scripster.com

January 6-14 **FREE**

JAPANESE MOJO: Portraits of Contemporary Choreographers by Peggy Jarrell Kaplan

Peggy Jarrell Kaplan

Peggy Jarrell Kaplan, a New York based photographer, will present her portraits of International choreographers who explore new dance forms. The exhibition will include portraits of Kazuo Ohno, Akaji Maro, Dohs Amagishi (Dankai Jaki), Sebara Tadafumasa, Kim Jih, Hiroshi Kato (Peggy Tsukumaru), Kinsuke Umada, the Senrius Blue Sky Dance Club, Ryoko Kanda (The Gendai), and the New York based choreographers Taka A Koma and Yoshiko Chuma. Focusing on the power of expression, often at close-up and larger than life-size, Kaplan searches for the inner movement that is the source for dance on stage.

Location: 365 W 58th St (bet 4th & 5th Ave.)

New York, NY 10019

TEL: 212-597-2222 / www.aggooda.com

January 29 - February 25 **FREE**

Magnificent Pleasures That Crossed the Sea: Old Portraits - Beauty in Bridging East & West

Haggan Gallery

After the Meiji Restoration (1868), New York became the primary market for old to modern Japanese porcelain

artworks of Japan. Museum-a-kind Japan Heritage Company Ltd played a leading role in Japan's export porcelain industry at that time and also created porcelain designs suited for the western market. In this exhibition, modern Japanese export porcelain that bridges the gap between both traditional and modern as well as East and West, will be displayed.

Location: 365 W 58th St (bet 4th & 5th Ave.) New York, NY 10019

TEL: 212-597-2222 / www.aggooda.com

Performance

January 3-24

OFF OFF Broadway Blue Bird production

Willem Verelsteden



This is the American premiere of this Japanese play about scientific experiments, the rescue of endangered species and the search for one's personal blue bird. The play adapted by Arisato Gozumi (San Salsu into Witness Retraction's tough-and-tumble style of physical theater, was reworked in the 2007 CUNY Graduate Festival/Festival Japan). It will now receive a full production as part of "Spotlight Japan," a festival of new Japanese plays that will be presented in conjunction with the CUNY Graduate Center with support from the Japan Foundation NY.

Location: Off Broadway Blue Bird (50)

147 Suffolk St (bet Bowling and Bowling) New York, NY 10007

TEL: 212-240-4540

Info: <http://offoffbroadway.com>

info@offoffbroadway.com

January 9 & 10

12th Annual Contemporary Dance Showcase Phase 2: Japan • First Area

Japan Society

This annual festival displays the most cutting-edge dance from Japan, Taiwan and Korea. Highlights include world premiere from Dutch great Jo Nijhuis for his company of three male dancers Ko & Edge Co., chefkoch Tamaso Company's dance-theater duet *Asa Conditione*, which was a finalist in the 2005 Tokyo Choreography Awards, and the exciting and intriguing tale *Uki* created and performed by Yoko Ikegami, winner of the 2004 Tokyo Choreography Awards and founder of *Ukiyō-Uki*, with electric guitar accompaniment by Toshiaki Kojima.

Dates: 200 E. 45th St. (bet. 1st & 2nd Ave.), New York, NY 10017
TEL: 212-713-1234 / www.japansociety.org

January 10

Hayashi's Piece/Secrets of Japan 2009

Asia Society

Asia Society and the Japan Foundation present Hayashi's New Sounds of Japan. The 4-member Hayashi Ensemble Fujizaka Imrehas, new life into oblique Japanese music originally designed to accompany *Yoko and Kikaku Theater* The duo *Yoko and Kikaku*, with Tetsuo Kawasaka on tenor saxophone and Shizuka Takemura on viola, creates a great sounds blending pop and *hagaku*, through various improvisation. *Takemura Shizuka*, Chief Editor of *Hagaku Journal*, will give a pre-performance lecture on the interface between art and entertainment in classical and contemporary contexts at 2pm. The concert will start at 3pm.

Dates: 320 Park Ave. (at 76th St.), New York, NY 10017
TEL: 212-477-6800 / www.asiasociety.org

Event Feature

OSOHOGATSU in GreaterNY Area

In Japan the most important annual holiday is Obosogatsu. Two large Obosogatsu events will take place in Manhattan. On Sunday January 11, families may celebrate Obosogatsu with *tsuki-no-uchi*, tap dance traditional performances, and arts and crafts activities including *Kakemono* and *Kanata* at the 11 Street Y in the First Village. There will also be a silent auction for adults.

On Sunday, January 25, Japan Society will host an Obosogatsu celebration. Drawing more than 250 families and children, Obosogatsu is the one of the biggest events in their Japan's Annual festival series offering *kyōka* (bamboo ink-wash) and tea-dancing (*kyōka-mai*). In addition, children can participate in *Kakemono* (new Year's calligraphy), *tsukiage* (rice-making), *tsuki-no-uchi* (making of flower faces using paper), and *Mochi-*

Lecture/Forum/Film/Festival

December 29

Film Screening—My Neighbor Totoro

Symphony Space

My Neighbor Totoro is a true rare delight, a family film that appeals to children and adults alike. Wataru Takano director Hayao Miyazaki's wildly imaginative anime tale tells the story of two sisters' wondrous friendship with the spirits who inhabit an enchanted forest near their father's home. A rarely seen masterpiece by the creator of *Spirited Away* (2001) Oscar for Best Animated Feature). Two screenings at 11am and 3pm.

Location: Second Floor Studio at Symphony Space
 253' Broadway, New York, NY 10003

TEL: 212-691-6000 / www.symphonyspace.org

January 4

Stars On Ice 2009—On the Edge: The Heart of the Championship on NBC

Stars On Ice

"Stars on Ice" is the ice skating show, featuring the Olympic, World, and National Champions, currently as world tour. Yoko Sato, the former Olympic-level champion and regular of *Stars on Ice*, will exhibit her elegant performance as a member of the 2009 Stars on Ice team. The inaugural exhibition, which was held at the Olympic Center in Lake Placid, will be broadcast on NBC at 8pm/ET. Enjoy the world-class ice-skaters' performance in the New Year. *Chopsticks NY March Issue* will feature Yoko Sato's

tsuki (rice-pounding).

Those living north of New York City can join the Obosogatsu celebration in New Canaan, CT. On Sunday January 11, the Japan Society of Fairfield County will host an Obosogatsu celebration at First Time Japanese Restaurant. The event will start with a traditional Japanese New Year's meal *Omizukuri*, and continue with music and dance including a shamisen (Japanese 3-string koto) performance and *tsuki-no-uchi* (rice-pounding).

Dates: 1/11, 1/25 at 4pm

Obosogatsu at First Time Japanese Restaurant

700 New St., New Canaan, CT 06840 **TEL:** 203-761-8337

Dates: 1/18, 1/25 at 3pm

Obosogatsu at FYBout F

341 E. 74th St., New York, NY 10019 **TEL:** 647-766-0000 (info)

Dates: 1/25, 3/25 at 3pm

Obosogatsu at Japan Society

333 E. 45th St., New York, NY 10017 **TEL:** 212-713-1234

exclusive interview

www.asiasociety.org

January 14 FREE

Introductory Workshop for Obosogatsu*

Obosogatsu Festival

Obosogatsu offers a free introductory Workshop for those about Obosogatsu, a teachability developed by author and international teacher Obosogatsu. The method is based on extensive, energy-based techniques that heal your body and improve your mental power. You also receive a \$100 scholarship when you register for one of their courses within one week after the workshop. In addition to these, they will provide more focused seminars, including Seminars with Master Obosogatsu, every month such as "Obosogatsu Health" (Jan. 24), "Lower Back Pain and Sciatica" (Feb. 20), and "Obosogatsu" (Mar. 14).

Dates: 14/18, 25/26 at 6pm (bet. 4th & 7th Ave.)

New York, NY 10003

TEL: 800-878-4770 / 408-878-1187

www.obosogatsu.org/registerforobosogatsu

January 22

Job Interview Preparation Seminar

Kaoi Inc.

Kaoi Inc. provides Kaoi Inc. is offering personal and professional tips to prepare for job interviews. Topics will include business manners, interview strategies, men's and women's attire and make-up and hair styling. Complimentary snacks and drinks will be provided at the seminar, and it's expected to fill up quickly so make sure to reserve your spot!

Dates: 22/25 Feb. 4th, 5th Feb. 6th (bet. 4th & 5th Ave.)

New York, NY 10003

TEL: 212-323-2222 / www.kaoiinc.org/info/kaoiinc.org

January 23

Film Screening—Tora-san's Love Call

Japan Society

Tora-san (*Kiyoshi Atsumi*)—swayed as Japan's comic ambassador in 1969 and remained Japan's beloved film for over 25 years. The 43-part Tora-san series chronicles the life of an unlikely yet endearing itinerant traveling through a rapidly modernizing Japan. On January 23, they will screen episode 4, *Tora-san's Love Call* (Tora-san's Love Call).

Dates: 22/23, 25/26 (bet. 1st & 2nd Ave.) **New York, NY 10003**

TEL: 212-713-1234 / www.japansociety.org

Events

December 31

Celebrate New Year's Eve Countdown: A Times Square with Tsukuba Station

The Koller New Year's Eve Countdown at Times Square will be even more exciting with Toshiba Visual. The 100-inch, high definition, LED billboard combines two screens into one and its resolution is made up of almost 16 million LED lamps. The event, which attracts a million people every year, will be flooding thanks to the super clear screens, which will show the countdown.

Info about tickets: www.100times.com
RS: 444-394-0879



December 31

Mezco Tokyo Event

Go Restaurant

Stomach as indulgence on New Year's Eve, Go Restaurant, located at St. Mark's Place will be giving customers a taste of the Japanese New Year's Celebration. Go will offer "mechi toki" or rice pounding, shawing with amenities like freshly pounded mochi for \$2 and osam (rice cake soup) for \$5. The event will take place outside the restaurant. Celebrate New Year's like the Japanese do!

Location: 30 E. 4th St. (at 4th & 3rd Ave.)

New York, NY 10002

RS: 212-694-6600

December 31

The Grand Purification Ceremony

International Shinto Foundation (ISF)

The Shinto traditional ritual called the Grand Purification Ceremony will take place on the last day of December. It is a ritual in Shinto to expel the impurities that accumulate in our bodies in our daily life, and is necessary to welcome the New Year's festival. The lecture will start at 6pm followed by the purification ceremony. During the ceremony, paper dolls will be provided for transferring your impurities onto them and then burned for exorcism.

Location: 300 W. 106th St., Suite 200 (at 106th & 107th Ave.)

New York, NY 10027

Info: 212-689-6100 (tel), 212-689-7121 (fax)

www.isfny.org www.isfny.org www.isfny.org

December 31

"Joyce-O" New Year's Eve Shinto Service

New York Buddhist Church

Join the Japanese style traditional New Year's Eve celebration! Reverend T. Kiyomasa Kikugawa will recite sutra fol-

lowed by meditation, a dharma message and a gang ceremony. Refreshments will be served.

Location: New York Buddhist Church

333 Riverside Dr. (at W. 106th St.) New York, NY 10025

Info: 212-646-2305

January 1

Hatsunode

International Shinto Foundation (ISF)

Hatsunode is the traditional Japanese custom of eating a stone on New Year's Day. The ISF will be open for those who want to do Hatsunode on New Year's Day from midnight to 2 a.m., from 9 a.m. to 5 p.m., and on the 2nd-3rd from 9 a.m. to 5 p.m.

Location: 300 W. 106th St., Suite 200 (at 106th & 107th Ave.)

New York, NY 10027

Info: 212-689-7107 / www.hatsunode.org

January 1

"Gambino" New Year's Day Service & Pot-Luck Lunch

New York Buddhist Church

Join the Japanese style traditional New Year's Day celebration! Reverend T. Kiyomasa Kikugawa will recite sutra followed by meditation, a dharma message, and New Year's collage party.

Location: New York Buddhist Church

333 Riverside Dr. (at W. 106th St.) New York, NY 10025

Info: 212-646-2305

January 1

New Year's Celebration

Mitsumi Marketplace



You can enjoy Japanese cultural New Year's events while shopping at Mitsumi Marketplace. The first 500 customers on New Year's Day will receive a free ornament as a gift. On a local scale of the year 2007 in Japan. While waiting for the store to open, you can enjoy a Japanese drum performance by Taiko Kikaku. The highlight of the celebration is the traditional "mochi-tsuki," a rice pounding to make mochi, which children can participate in. On New Year's Day and the 2nd, Japanese New Year's meals or "banchan" will be served at the food court. Don't miss this chance to sample a taste of the Japanese New Year. The Mitsumi Shuttle Bus will run on a holiday schedule from December 28th to January 1st.

Location: 375 Bay Road, Elmhurst, NY 11370

Time: (Three days, rice pounding event at 1pm)

RS: 201-WH-8122 / www.otsu.com

February 6-8

Power Book Comic Con

New York Comic Con is the biggest popular culture event on the East Coast. During the event, top entertainment industry leaders showcase the latest and the greatest in comic, graphic novels, anime, manga, videogames, toys, movies, television, and more. Special guests from each industry will appear each day.

Location: Jacob K. Javits Convention Center

415 W. 20th St., New York, NY 10011

www.nycomiccon.com / nyccon.org

Happenings

Introduction of Seasonal Winter Menu

Go Restaurant

As part of its new winter menu, Go Restaurant will be offering "bokuroi seven sake" (\$115) and "sake" (\$115 and up) through March. The former is a mixture of vegetables like cabbage, watermelon, tofu, scallions and chicken mushrooms along with chicken meat balls and ramen in a chicken soup base prepared in a pot over a burner right at your table. You can check the ingredients yourself and enjoy them as you do. Oden consists of several different ingredients such as boiled eggs, radish, konnyaku and processed fish cakes stewed in a light soy-flavored broth. Choose which ingredients you want to have or try them all!

Location: 30 E. 4th St. (at 4th & 3rd Ave.)

New York, NY 10002 / RS: 212-234-2379

10th off Spa Treatments

Supple Spa

Through the end of January, this spa treatment that has been featured on MTV is offering a special New Year's discount to Christmas readers. With the couple's massage \$90 min for \$75, 75 min for \$75, 90 min for \$100 customers are welcomed with champagne and can choose side by side Swedish or deep-tissue massages in a private room. With the Royal Rite treatment (jungle 90 min for \$75, couple 90 min for \$100), customers receive an aromatherapy massage followed by a Deep Sea salts scrub and a 30 min massage with a rose petal bath in the end.

Location: 11 W. 79th St. 2nd Fl. (at 6th and 6th Ave.)

New York, NY 10011

RS: 212-675-2946 / www.supplespa.com

20%-50% off Gift Section

Commune Sale-and Gift

Commune is introducing a major sale with discounts of 20%-50% off its gift section. For example, all jewelry will be marked down by 20%, and handbags and other accessories by 40%. All items from the original silk and linen collection will be sold at half price. This sale will only last until the end of the year so get there before all the good deals are gone!

Location: 171 West 4th St., Brooklyn, NY 11211
TEL: 718-384-7612 / www.communesale.com

Winter Clearance Sale up to 70% off

Apple

From January 7 to 31, Apple will be having a winter clearance sale with discounts of up to 40% on its line of bras, leotards, leotard season bras and garters. Beyond the famous brand corsets and baby dolls will be discounted up to 70%! Make a reservation in advance if you would like a fitting. If you visit Apple with this ad you can receive \$5 off a purchase of at least \$50 (with the exception of sale items).

Location: 61 Madison Ave. (bet. 28th & 29th St.)
 New York, NY 10017

TEL: 212-697-2222 / www.apple.com



Fly from Newark to Japan and Earn up to \$10,500 Bonus Miles

Continental Airlines

Register today to fly from Newark to Tokyo through Feb. 28, 2008 and you can earn 10,500 bonus miles on a qualifying round-trip purchased and flown in 1 or 2 class of service. 5,600 bonus miles on a qualifying round-trip purchased and flown in 1, H or M class of service or 2,500 bonus miles on a qualifying round-trip purchased and flown in B, V, D, S or T class of service. Because Continental miles never expire, you can accumulate as many as you want and use them to enjoy rewards for special trips, upgrades or entire excursions.

www.continental.com / **TEL:** 800-254-3634

Yum! Is End Day

Sakurai

Japanese-style Chinese restaurant, Sakurai will be offering its popular "umagi shyuichi don" for \$9 on Tuesdays. The usual price including salad and soup is \$16 at lunch and \$18 at dinner. This dish is loaded



meat and oil and includes leafy green vegetables on a bed of rice cooked in a rice pot. Its spicy sauce and other types of sauces are perfect for warming you up during the approx-

ing winter days.

Location: 148 Lexington Ave. (bet. 28th and 29th St.)

New York, NY 10017

TEL: 212-481-7066 / www.sakurai.com

Sun's Special: 15 Pizzas for \$14

Sundalekko Kaito

Starting in December, Kaito is offering an amazing value special that includes mizutani (sushi), salmon, tuna, salmon (fillet) and snapper (fillet), depending on what's fresh that day. Other favorites such as parrot fish and black sea bass might also be available. This two-for-one true deal will be offered from Monday-Friday through February 28. Kaito opened in April of 2007 and is headed by a sushi chef with 22 years of experience.

Location: 390 E. 19th St. (bet. 1st & 2nd Ave.) New York, NY 10016
TEL: 212-458-1264

Charity Donation Month

Kazuyo Nakano New York

Kazuyo Nakano, known for their quality handbags and accessories, always support women's organizations. One group is the Young Japanese Breast Cancer Network (YJBCC) Network, which provides support and information for women battling breast cancer. Beginning January 1st to the end of February, 10% of all Kazuyo Nakano proceeds will be donated to the organization. Stop by Kazuyo Nakano New York to show your support.

Location: 137 Grand St. (bet. Nostrand & Spring St.)
 New York, NY 10013

TEL: 212-947-7060 / www.kazuyonakano.com

New Year Campaign: Get Relaxed by Japanese Shiroko

Iku Center

Japanese authentic shiroko massage center, Iku Center offers a promotional campaign through January 31. Receive heavenly treatments at 20% discount prices during

this period. The service includes Authentic Shiatsu (1 hour) plus two options (see list below) and Authentic Watana (1 hour) plus three options. The options are: Facial Shiatsu (15 min), Foot Shiatsu (15 min), Zen Stretch (15 min), Japanese Acupoint (15 min), and Reflexology (15 min). Don't forget to mention that you saw the promotional campaign in *Chopsticks* NY at the time of making your appointment. This promotion can be applied to first-time visitors only.

Location: P.E. 438 St. (bet. Madison & 5th Ave.)
 New York, NY 10003

TEL: 212-499-1300



Introductory New Style Ramen to New York

Ramen Sotogaya (St. Marks Place)

Ramen Sotogaya in the East Village, has just opened its second location on St. Marks Place. They are now introducing a new dish, Gyūdon Ramen, which has 1.5 times more noodles and lots of toppings including 4 slices of chashu (braised pork), bean sprouts, cabbage, garlic, etc. The energy-booster menu has a huge hit in Japan recently. They are offering this ramen for \$12.50 for lunch and \$13 for dinner.

Location: 34-A St. Marks Pl. (bet. 2nd & 3rd Ave.)
 New York, NY 10003

TEL: 212-387-7707 / www.sotogaya-ny.com

New Gallery Opens

Gallery Chikara 32

Gallery Chikara 32 is a brand new gallery space that has opened near the Empire State Building. They will exhibit contemporary art created by New York-based artists, includ-



For Better Understanding and Expansion of Japanese Cuisine

The Organization to Promote Japanese Restaurants Abroad (JRO), New York Chapter

JRO is a non-profit organization established in Japan with the purpose to provide support to overseas Japanese restaurants and to introduce Japanese foods to various parts of the world. Celebrating the establishment of its New York Chapter, they held a kick-off meeting on December 3rd at the New York Marriott East Side. Mr. Kikuchi Katsu, President, & CEO of JRO, welcomed the meeting. Mr. Toyokazu Asakura of the Ministry of For-

eign and Foreign and Mr. Nobuyoshi Kaneko (Rector of Nippon / Soka University), president of the NY Chapter, made speeches. Mr. & Mrs. Engel, who were invited to the meeting as special guests, gave an encouraging message to the organization. The event was followed by a welcome by Kiyomasa Udagawa of Kikyo-ya and a cooking demonstration by the executive chef of Kikyo-ya.

ing Japanese artists, every two weeks. Their idea is to provide art with a New York essence that can fit the New York lifestyle. The price range of the art is reasonable, somewhere from \$250 to \$3000. They provide their space for artists as well.

Location: 218 2nd St. (at 5th & Broadway) New York, NY 10003
TEL: 646-585-7701



Get A New Year's Discount On January Katsushika Sakai

Japanese hair salon in Park Lane NJ. Katsushika Sakai, offers a New Year's discount campaign for Chopsticks NY readers. Until the end of January, first time customers get 20% off and repeat customers get 10% off from all services including haircut, perm, and treatment. Offer valid on weekdays only.
Location: 203 Glenview Ave., Park Lane, NJ 07652
TEL: 201-545-8877

Holiday Season Party Package
Age: 21

Japan 27 is offering a holiday party package that is guaranteed to please. Available to parties of 4 or more, it is \$150 per person for 2 hours and includes free usage in a private room, customary sushi & Japanese platters, unlimited drinks including Champagne. Advanced reservation is required, and tobacco and graffiti are not included in the price. Take advantage of this special offer this holiday season and be prepared to sing your heart out. The campaign lasts until January 31st.
Location: 284 3rd Ave. (at 2nd & 2nd St.) New York, NY 10003
TEL: 212-691-2229 / www.jp27.com

Opening Campaign of New Grocery Store In Midtown East

Daijimbou USA, Inc.
Japanese grocery store, established 1985 in Kamekoto prefecture, Osaka, has opened their first store in the US on December 1st. Celebrating this, they are giving away a set of eco-friendly reusable chopsticks, "My Heals", for those who buy a basket box (\$5 minimum). The campaign will last until the product supply ends. See ad on page 17 for more special offers. Daijimbou provides over 2000 kinds of premium Japanese grocery items. Open 7 days, a week from 10am to 9pm.
107 E. 49th St. (at Lexington & 3rd Ave.) New York, NY 10017
TEL: 212-555-7290 / www.daijimbou.com

Opening Campaign Japanese Restaurant at Greenwich

Momokawa
Newly opened Japanese restaurant at Greenwich, Momokawa serves authentic Japanese cuisine with interesting ingredients such as shabu shabu, maki, and sashimi. They will have an opening discount until January 23, offering a 10% discount from the retail cost. Also, they're offering an "All You Can Eat in 2 Hours" campaign from Sunday to Wednesday. You can choose either Sakeyaki dinner or Teppanyaki BBQ (chicken, beef, or pork) dishes, which come with rice and salads. Two offers cannot be used at one time.
Location: 157 E. 28th St. (at 3rd & Lexington Ave.) New York, NY 10010
TEL: 212-691-0030 (blockline PC)

January Highlights: Reading and Book Signing
Kisekiyaya Bookstore

Kisekiyaya Bookstore in Bryant Park plans to have two events in January. On January 11, they will have O-Hamada-Kaz, a Japanese reading for children. The event starts at 11:15am. On January 18, Japanese songwriting writer and book author will visit the store for a signing at 6pm, newly released CD "In Love Again". The event starts at 5pm.
Location: 1675 Avenue of the Americas

(at 49th & 5th St.) New York, NY 10019
TEL: 212-555-0027 / www.kisekiyaya.com

Sake no Ito

(R) Eat
For those who plan to visit Japan and enjoy local delicacies, this is the perfect opportunity. Sake no Ito's leading sake lovers will be gathering for the "Sake no Ito" event this March. Here, over 500 types of sake from as many as 90 different brewers will be featured and entrance is free. To attend the event you can save money by riding 15 Fast, as well as Sake no Ito's only a two-hour trip from Tokyo on the Ito's Wakkanai line.
Location: 850px Convention Center
http://www.pastor.jp

Winter Special Treatments in January for a Limited Time Only

Microflow Spa
Microflow Spa offers treatments that help you jumpstart 2009. The limited time offers include Deep Sea Collagen Facial (\$60 min, \$150), Ultimate Deep Face Cleansing Facial with Peel (75 min, \$195), Regenerating Facial (\$60 min, \$100), Hot Oil Body Massage (60 min, \$70), Hot Oil & Swedish Body Massage (\$80 min, \$75), and Body Scrub (\$60 min, \$75). Facial treatments can be added to facial treatment for \$28. Mention Chopsticks NY to receive the above special prices.
Location: 221 5th St. 2nd Fl. (at 3rd and Madison Ave.) New York, NY 10017
TEL: 212-693-6109 / www.microflowspa.com



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AN CAFE: FASHIONABLE ROCK IMPORTS WITH AN EDGE *By Sam Frank*

Rock music is like a shape shifter in that it can be an excellent old British rocker who claims to be the Prince of Darkness one day and three brothers who make teenage girls scream like banshees on another. Recently in Japan, rock comes in the form of five talented musicians with a penchant for oversized and rocket-man glasses, streaked hairdos circa 1985, and loose neckties called *An Cafe*. About to unleash the album *Goku-Tens Rock Cafe on American ears*, *An Cafe*, made up of vocalist Mika, bassist Karon, drummer Tenshi, guitarist Takuya, and keyboardist Yu-ki, brings more than just its bombastic cyber punk sound overseas. It re-introduces America to a musical genre popular in Japan called Visual Kei (VK). Bands that fall under this category generally distinguish themselves with over-the-top exotic outfits and make-up

so outrageous that you would think they just finished shooting each other with paintball guns.

Despite Visual Kei's Japanese explosion in the late 1980's the concept of elaborate wardrobes and face paint on stage flourished in America a decade earlier thanks to artists like David Bowie, Kiss, and Alice Cooper, but people here referred to it as Glam Rock. The sound series associated with Glam Rock were just as important as the music itself similar to Visual Kei artists. Even though the parallel between both genres were uncanny America was slow to accept Visual Kei artists, but with Japanemania sweeping the nation faster than wildfires in California the stage is set for *An Cafe* to show Americans what the international buzz is really about.

Although rock music can take on various shapes



An Cafe's Official website: www.ancafe-web.com

and sets the magnetic sound of *An Cafe's* *Goku-Tens Rock Cafe* proves that no matter what rock looks like, the music remains the same, and that's what keeps people buying music.

Sam Frank works as managing editor of *Unfolded Magazine*, NYC.

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Traveling through the Sub-Zero World by Train

Wondering how to enjoy traveling through subzero weather in Japan? Hokkaido, the northern tip of the Japanese archipelago, is proud of its untouched rich nature, and winter is the best time to see local geographic characteristics and the lifestyle that coexists with the harsh winter weather. Located close to Sapporo, in Kushiro, the icy water makes Hokkaido so distinctive for lifestyle and urban development. The uniqueness of Hokkaido's winter tourism is reflected in Japan's fabulous train system. Serving Hokkaido's sparsely populated area as well as keeping the next-level level of transportation in the harsh yet beautiful nature, the Japan Railway Co., Ltd. known as JR, operates a solid train system with unique ideas and services. Here are some of the features of train travel around Hokkaido.

NOROKKO TRAIN



Japan Railway Group New York Office

You can't miss the view of floating ice on the Oshima Sea if you travel to Japan in the middle of winter. The best, and perhaps unique way to enjoy this view, is Norokko train. This train travels the most scenic area of Hokkaido, between Shikaoke Station and Abashiri during the winter along the eastern coast of Hokkaido, through the magnificent winter view of floating ice on the ocean in the harsh icy Siberian weather twice a day from January 31 through March 8, 2009. This is the only train line with a view of the floating ice, and it's worth it to reserve ocean side seats in this four-car train to enjoy the breath-taking scale of the winter Oshima Sea. The train takes longer time at each station: Kushiro-Shari, Hama-Shodinau, Kurohama and Abashiri. Two out of four cars of this line have panoramic windows for the ocean view. A reservation is recommended if you can find the train schedule in advance. The train ride is available at

about \$2, and reserved seats are at extra \$1. Also enjoy the classic stove that warms inside the train car.

KITAHAMA STATION



Japan Railway Group New York Office

This station is located the closest to the waterfront in the country, and the Norokko train stays a little longer. The reason is its location and the magnificent view of floating ice on the sea of Oshima from the adjacent observation deck. In the sub-zero weather, the train stays in this station for longer time than usual stops, as the passengers take in the first bird's eye view of the icy Oshima from the adjacent observation deck. The train track is literally right by the coast line, so walk down to the snow-covered train track from the platform to enjoy the 360-degree horizon of the ocean. Find the café inside the train station that was converted from the original station master's office. The wall of the waiting room is filled with business cards, greeting cards, old tickets, boarding passes that were posted by visitors from all over the world, who were impressed by this made-it-possible strong community collaborating with the breathtaking nature in the harsh weather.

SL(STEAM LOCOMOTIVE): THE RETROSPECTIVE SCENIC LINE THROUGH KUSHIRO

Kushiro, the third largest city in Hokkaido, sits next to Kushiro-Shitsugen National Park, the largest marsh in the country. In 1980, the international accord was signed to preserve this very open landscape that accommodates a complete ecosystem among water levels, and remains a scene of the scenic area of Hokkaido. The purified water view is particularly splendid, and the seasonal scenic locomotive runs through this scenic track that was once closed in 1975. For

commemorating the development history of Hokkaido, they're running a special locomotive train from 1940, pulling train cars with classic designs that bring everybody to the good old days. The locomotive known as SL in Japan, abbreviating steam locomotive, represents Japan's unique adoption to the western technology and the days of Japan's high spirits for advance as well as the traditional charm. Departing from Kushiro station, this seasonal scenic locomotive runs to the area's rich hot spring town Kawayu-Onsen station.

<http://www.jr-hokkaido.co.jp/sr09/s09.html>

KAWAYU-ONSEN STATION

Natural hot springs are the gift of Japan's volcanic geography and Hokkaido houses several of them. Among them, Kawayu-Onsen springs are known for rich sulfur water that treats muscle relief and chronic skin problems. The gateway to this popular hot springs in the vast open eastern Hokkaido is the Kawayu-Onsen train station, which welcomes visitors with its own characteristics. Stepping inside the small wooden station built in 1935, there is a cozy bathhouse with the local natural spring water where people can relieve their stress from the long trip or just warm themselves up while waiting for the train. Although this station is not attended by a full-time station master, the charming Orchard Gensu Pancake can serve delicious beef ome and gyoza coffee to locals and visitors passing through. Other than the hot springs, Kawayu-Onsen station serves Hokkaido's beautiful lakes of Mashuho and Kushikamo.

— Nori Akashi Public Relations Manager at the New York Office of JRTO



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“～O KUDASAI”

Japanese Grammar - Grammar 1

Learn to use the phrase “～さくさくい” in a sentence. For example: “Tabi o kudasai” or “Tabi o kudasai.” You also can say “～さくさくい” which is a slightly more polite version.

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CHOPSTICKS February Issue (publish on 01/23/09)

TRAVEL TO JAPAN

In the February issue of Chopsticks NY™, we'll be featuring travel tips to Japan. The editorial contents will include articles on Japan's World Heritage Sites as well as famous tourist attractions. This convenient and comprehensive guide is sure to be the perfect reference for planning a trip to Japan.

Editorial Content Overview.

1 WORLD HERITAGE SITES

There are 3 natural and 11 man-made landmarks in Japan that are designated World Heritage Sites. This article introduces and explores these sites that are unique to Japan.

2 TOP 3 FAVORITE LANDMARK SITES & TOURS BY TRAVEL AGENTS

In this section, a complete list of travel agencies that specialize in booking tours to Japan is provided. Also, these travel experts share their top 3 recommendations and must-see locations with Chopsticks NY.



What on Earth?

成人の日

SEIJIN-NO-HI



About the time when the festive mood of Oshougatsu Youshi (the Japanese New Year) calms down and everything returns to its normal schedule, Japanese observe **Seijin-no-Hi** or Coming of Age Day. Formerly held on January 15th and currently on the second Monday of January, Seijin-no-Hi was originally established as a national holiday in 1948 as a day to celebrate youth becoming adults. But at what age does one become an adult? In Japan, although people are permitted to drive when they turn 18 years old, the drinking age, the smoking age, and the voting age are all 20 years old. Thus, the age at which Japanese are considered adult is 20.

On Seijin-no-Hi, each community holds a Seijin-Shiki, a ceremony for those who will turn 20 years old in the year. The young people dress up in their best clothes and gather at the city hall, where they listen to the speeches of celebrities and enjoy attractions prepared by the municipal office. After the ceremony, many of them have parties to celebrate this day with friends.

Since this day is a milestone in their lives, many young people, especially women, wear their very best (and usually expensive) outfits and take portraits at photo studios. Many women wear furisode, the highest quality kimono, which have long, flapping sleeves and usually cost around \$5,000-\$30,000. Furisode are only allowed to be worn by young, unmarried women, so Seijin-Shiki is the perfect chance for these women to show off their youthfulness and exquisite clothes. Accordingly, these ceremonies mean big business for the fashion and beauty industries. Renting a kimono is also common among those who can't afford expensive outfits. Beauty salons often help with hair and makeup as well as with the elaborate kimono dressing procedure.

While showcasing young people's coming of age, Seijin-Shiki highlights current issues in Japanese society as well. For example, overpopulation in metropolitan areas and depopulation in rural areas are escalating. In cities, municipal halls are often unable to provide enough room for these events. On the other hand, it may be hard for country towns to afford for them. Another example can be seen in the Seijin-Shiki ceremony itself. Since the ceremony is organized by the municipal office and many important people in the community are invited, it has a tendency to be political. Instead of celebrating young people, the ceremony sometimes provides politicians the opportunity to promote their policies as though it were a rally.

The most serious issue that should be emphasized here, however, is young people's bad manners. They frequently do not stay quiet while guests are making speeches or they annoy the guest speakers. In the worst cases, they do not even enter the hall and instead make a lot of noise outside like children. This appears to be evidence of the increase of those known as "NEETs" (Not currently Engaged in Employment, Education, or Training), "freeters," or "free arbiters" (those who earn money only from part-time or temporary jobs). Such young people are not willing to become members of adult society and take on responsibilities.

The economy in Japan is not as strong as it was in the 80s, and the unemployment rate is one of the highest ever. It is not an easy climate for young people to grab opportunities and fulfill their dreams. This, however, cannot be an excuse for their poor manners in Seijin-Shiki. Rather, they should spend this day thinking about the meaning of Seijin-Shiki and becoming more serious about their futures.

Healthy & Happy New Year from Azuma Foods!

Shrimp meets Foie Gras



Shrimp is so common in many cooking styles, adding variety to many menus. Azuma Foods' new product of shrimp sheet, called AB Sheet, inspires a lot of high-caliber chefs in New York. One of them is Mr. Takao Akiyama, the executive chef at LAN, a contemporary Japanese restaurant with over 10 years of business in the competitive restaurant neighborhood of the East Village.

The AB Sheet is superior shrimp meat formed into a thin sheet. This unique form instantly gives Mr. Akiyama several menu ideas. Mr. Akiyama, famous for being a meat dish master, shows his Five Grass Terrine with Shrimp Layer and says, "The AB Sheet is convenient to add the fabulous shrimp flavor, texture and color to my dishes." The AB Sheet synchronizes with the robust flavor of his original foie gras terrine, which has the natural sweetness of Marcona almond and dried figs that are mixed in. The rich and creamy texture of the terrine, a touch of crunch and the plump AB Sheet create a comfortable harmony all together in the mouth. Also, the AB Sheet adds a bright touch to the neutral col-

or of the terrine, and presents Mr. Akiyama's terrine in the perfect visual balance. His creation proves how an unconventional combination of sweet and tart can enhance each other.

Mr. Akiyama explains the significance of the AB Sheet. "This product is great because I can also roll and sandwich ingredients, other than layering like today's dish." He is confident about this product and continues, "It adds a fine and delicate shrimp flavor to all high quality ingredients I serve on the plate. This makes my dishes exquisite."



LAN
56 Third Avenue, New York, NY 10003
TEL: 212-254-0599
www.lan-nyc.com

METHOD

FOIE GRAS TERRINE WITH SHRIMP LAYER

- (1) Make meat paste, mixing wakyo miso (white miso) and ponzu butter with some other seasonings. Spread the meat paste on AB Sheet.
- (2) Place the AB Sheet on a grill pan, and grill it briefly until the meat paste gains a light brown color.
- (3) Prepare the foie gras terrine with the Marcona almonds, dried figs, shallot, garlic, salt and pepper.
- (4) Layer the AB Sheet on top of the foie gras and cut into blocks.
- (5) Make the sauce with sugar, juice and skin of yuzu (Japanese citron).
- (6) Turn the sauce over the terrine.

AF

Consult your cooking and quantities to be used in this menu also depends on your kitchen's condition.
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